

SPECIMEN BOOK
**UNIVERSAL
TYPE FACES**

UNIVERSAL TYPE-MAKING
MACHINE COMPANY
CHICAGO

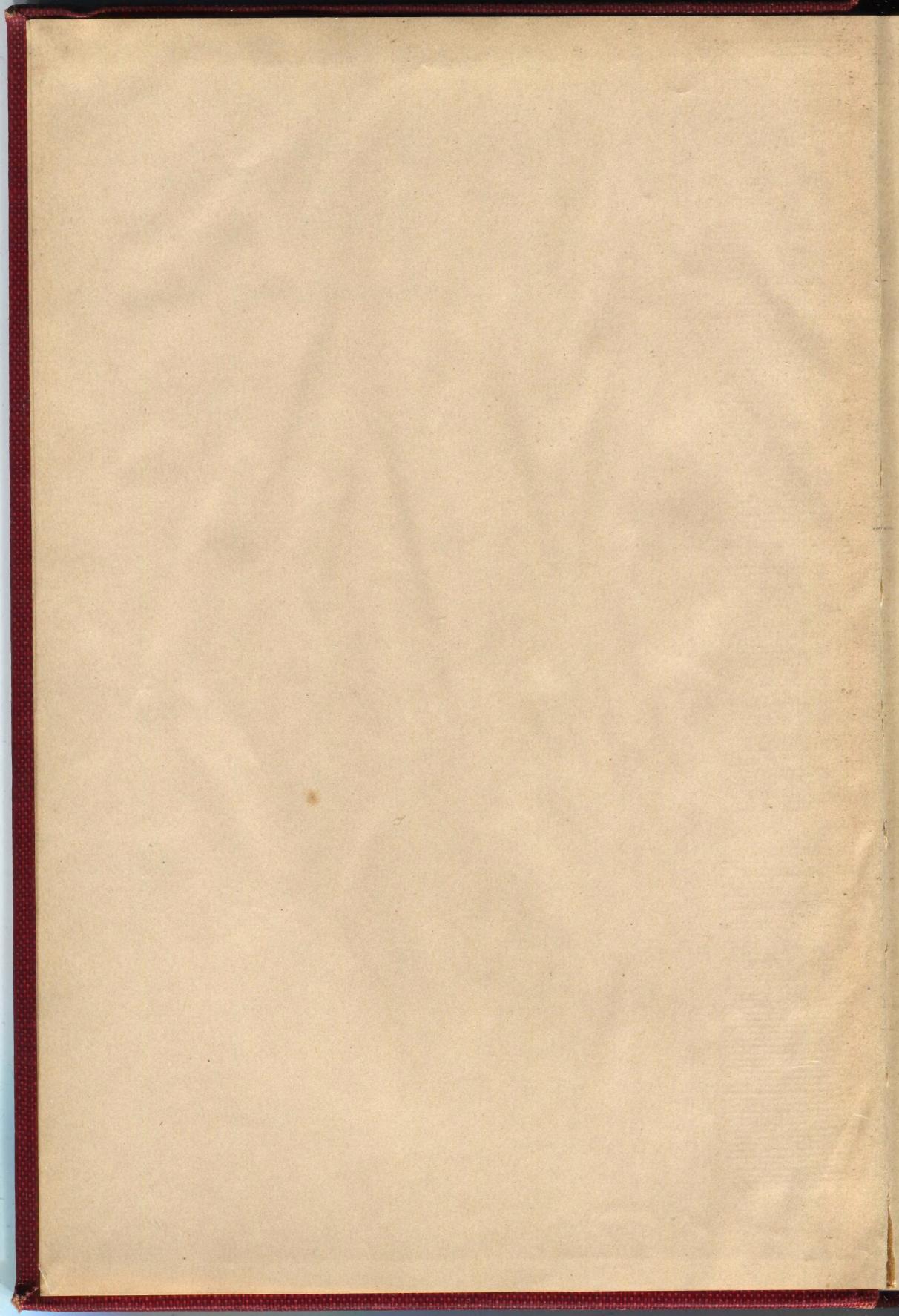
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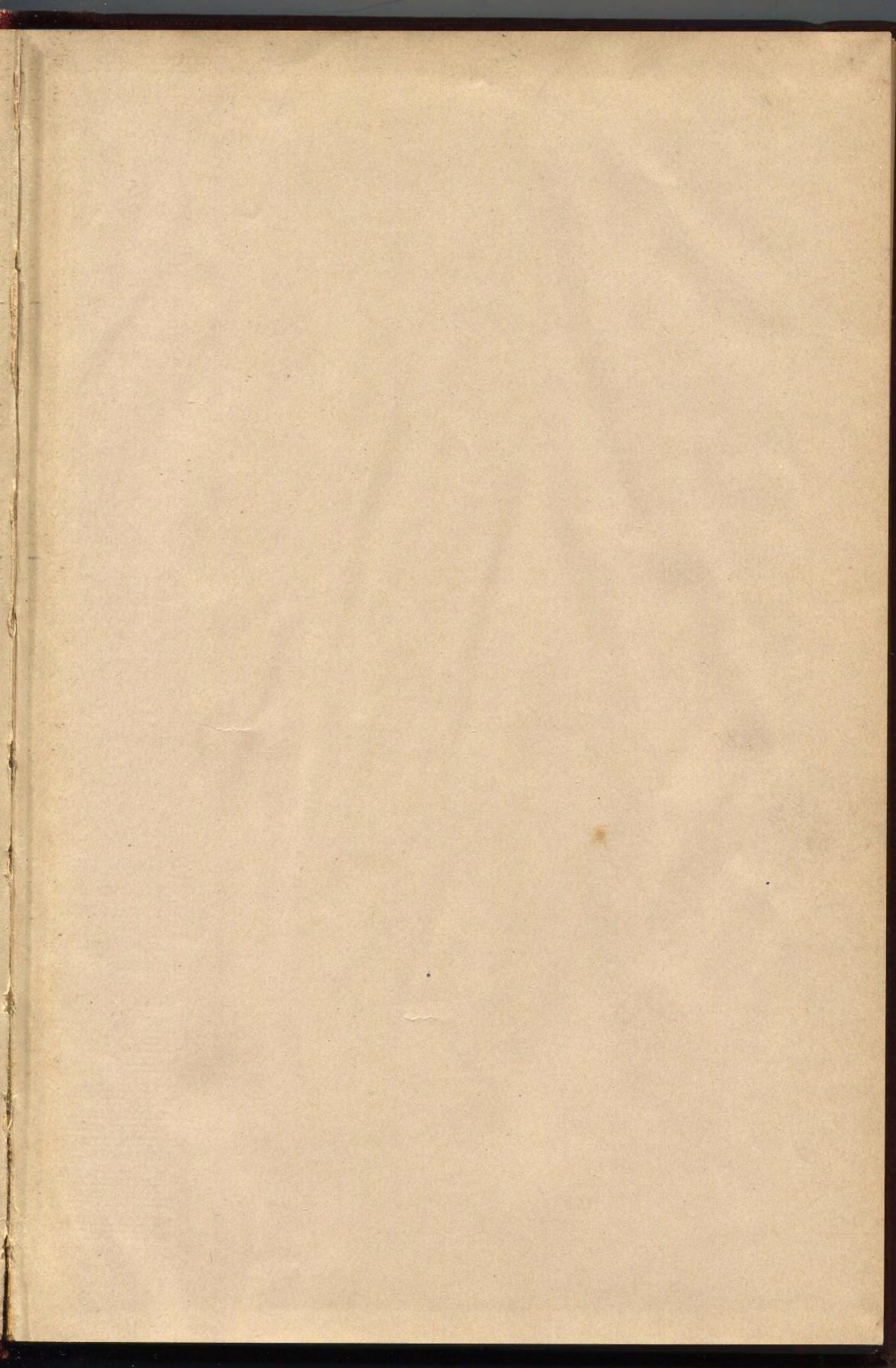
LUDLOW TYPOGRAPH
COMPANY · CHICAGO

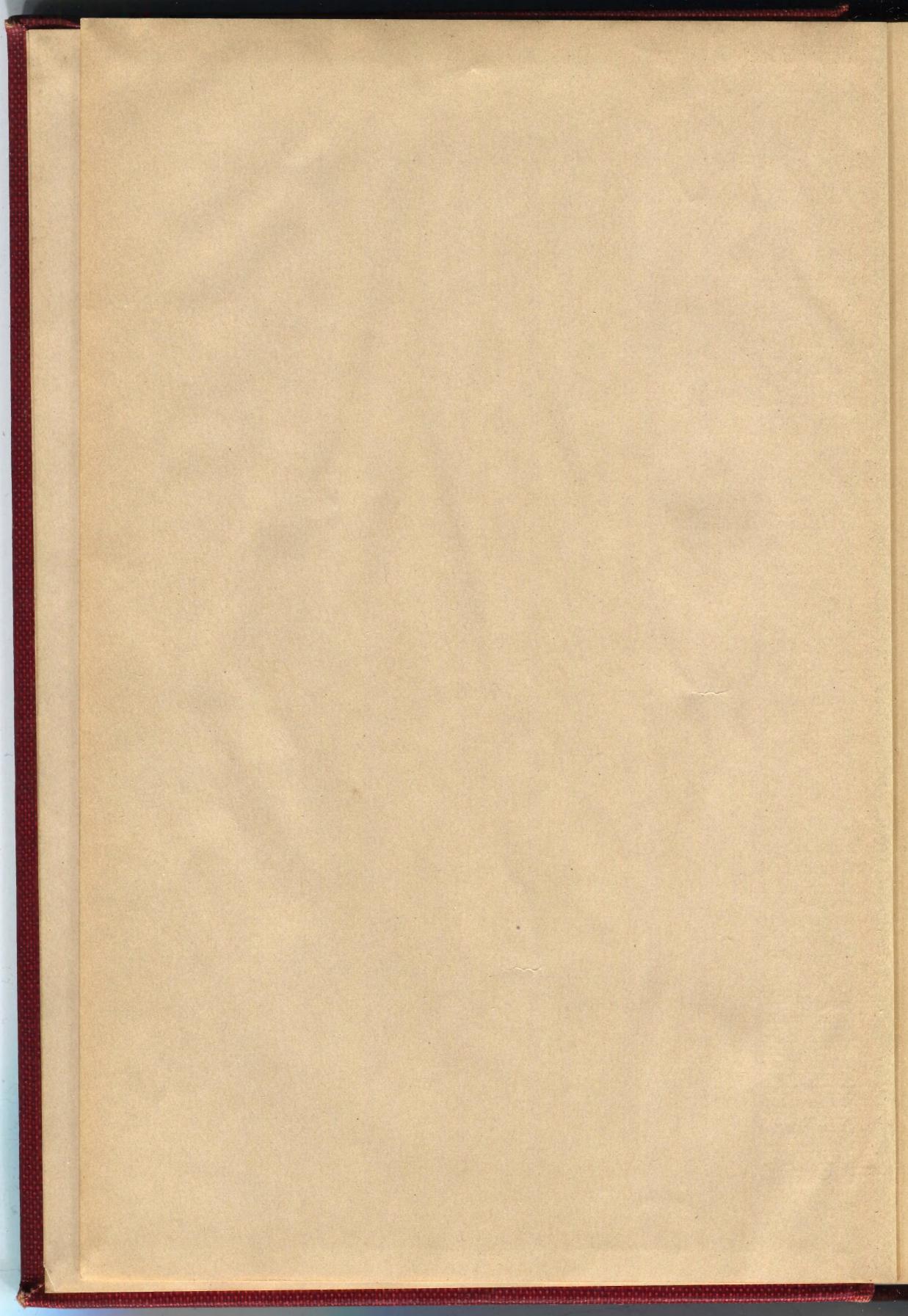
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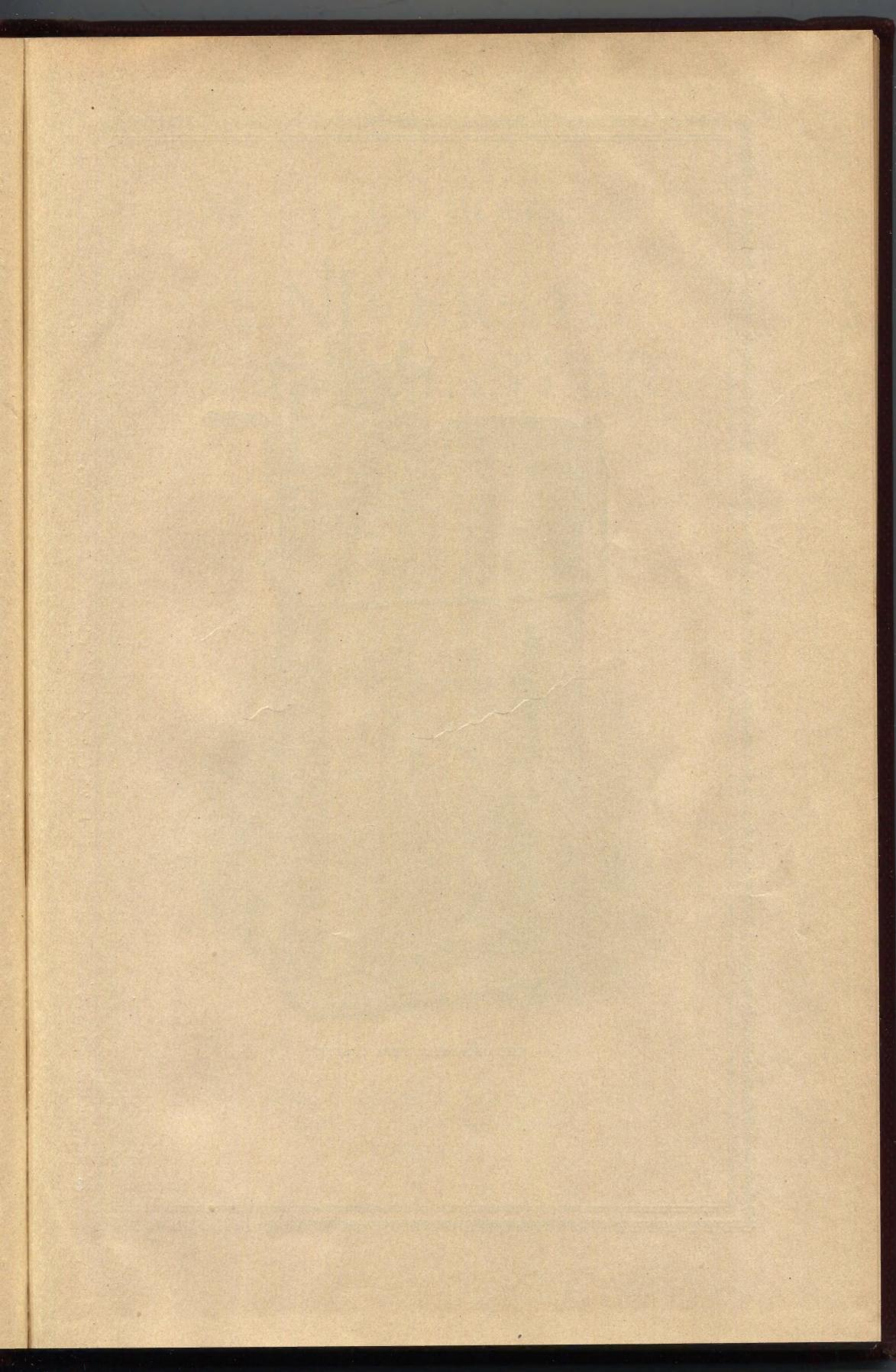
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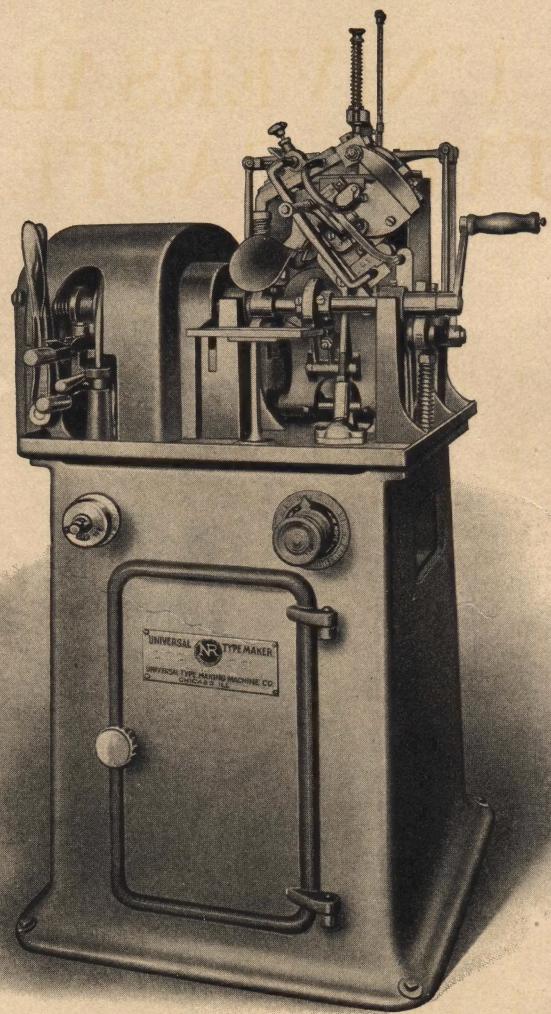
Doss E. Rosenman.











THE UNIVERSAL TYPE CASTER

SPECIMEN BOOK OF
**UNIVERSAL
TYPE CASTER
FACES**

INCLUDING BORDERS
ORNAMENTS AND
MISCELLANEOUS
CHARACTERS

UNIVERSAL TYPE-MAKING MACHINE CO.
321 NORTH SHELDON STREET
CHICAGO

MOUNT PLEASANT PRESS
J. HORACE McFARLAND COMPANY
HARRISBURG, PA.

INTRODUCTION

THIS specimen book contains the type faces, borders, ornaments, and miscellaneous characters, matrices of which can now be obtained for use with the Universal Type Caster. These matrices are not "in preparation," but are actually in stock in our matrix libraries in Chicago and New York, *for rental to the users of the Universal exclusively.*

A glance at the contents of this book will show that the matrix equipment of the Universal Type Caster is most complete, including nearly a thousand fonts of body and display faces, as well as a great number of borders, ornaments, and other characters. Extensive as is this assortment of matrices, more than answering all the requirements of the largest printing office or the needs of a metropolitan newspaper, nevertheless we intend to constantly add to our matrix equipment, bringing out new faces, borders, ornaments, and other matrices as fast as possible. As these new matrices are cut, specimen sheets uniform in size with this book will be sent to all users of our machines.

The purpose of this specimen book is to place before those who have installed the Universal Type Caster a complete catalogue of all the matrices we can supply. In this connection it should not be forgotten that a nominal expenditure for a special holder makes available for use with the Universal Type Caster the many millions of Linotype matrices.

This specimen book should also be of interest to all printers and newspaper publishers because it shows we have not overlooked the most vital feature of a type casting machine—an ample equipment of matrices.

Examine carefully the contents of this book. Compare the number and variety of Universal type faces with those in your composing room. You will agree that our matrix

INTRODUCTION

equipment includes the majority of the popular and more generally used faces—that by installing a Universal Type Caster you would at once abolish your type foundry bills and forever wipe out the great loss of time in your composing room due to insufficient type.

Consider also the quality of the type made by the Universal Type Caster. This specimen book is printed throughout from Universal type. This type was cast under ordinary commercial conditions—the same conditions that prevail in your office—in the composing room of one of our customers. It will be noted that every letter, from six-point to forty-eight-point, is clear, sharp, perfect, and in absolute alignment. Furthermore, while the specimen book does not show it, all Universal type is absolutely accurate in body size and height-to-paper, and is also point body, standard line, and point set.

On the following pages the Universal Type Caster, and the wonderful Universal Mold, are described in detail. From a reading of this description you will understand why the machine has been so strongly endorsed by those who are most familiar with it—its users.

Extracts from some of the letters we have received from customers are given on pages xiv to xvi. These letters are the best evidence we can offer you that the Universal Type Caster is a practical machine built by practical men and sold by a company financially strong enough to back up every claim made for it; that, as one customer expresses it, after once installed in your office you would find it as indispensable as the telephone.

THE UNIVERSAL TYPE CASTER

ITS DESIGN, CONSTRUCTION
AND OPERATION

TH E great success the Universal Type Caster has met with, the reason why it immediately demonstrates its usefulness and economy wherever it is installed, is due entirely to the correctness of its design.

Starting with the assumption that the kind of type the printer wants is that which he has always used—foundry type that is perfect as to face, solid as to body, accurate in every dimension, and of tough and durable metal—the inventors of the Universal Type Caster set as the first requirement of their machine that it must produce type identical in every way with the best foundry type.

As these inventors knew from their long experience in designing and building type casting machines for type founders, there is but one way to produce perfect type, and that is the method used by type founders. Don't forget that the accumulated experience of four centuries counts for something. If there was a better and quicker method to make type than that used by type founders, they would have adopted it years ago.

With the foregoing in mind, the Universal Type Caster was designed to produce type in the same way it is made by type founders, but with its mechanism simplified so that after brief instruction it could be successfully operated by any person of ordinary intelligence.

In making type, accuracy is the first essential. Not only must every dimension of a type body be accurate to the last degree, but a type cast today must be exactly the same size as a type cast ten years hence from a different matrix and a different mold and by a different operator with a different machine. It has been demonstrated, over and over again, both by type founders and ourselves, that this accuracy can-

THE UNIVERSAL TYPE CASTER

not be obtained with an adjustable mold. This is the reason why the Universal Type Caster uses a different mold for each point size.

In accordance with type foundry practice, which is based on the experience of centuries, the Universal Mold is made in two halves and constructed of the hardest of steel, the large bearing surfaces insuring that it will never show appreciable wear and will always cast type that is absolutely accurate. In all respects it is a regular type founder's mold, except that it has a movable jet-piece which is withdrawn by spring pressure as the mold leaves the nipple plate and

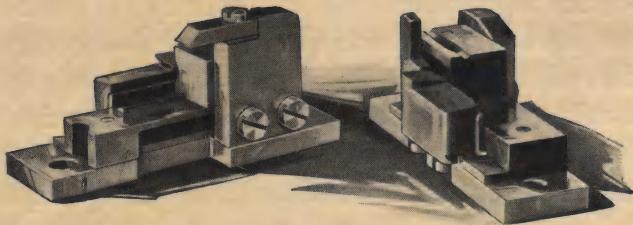


Figure 1
THE UNIVERSAL MOLD

carries the jet with it, so that the type produced requires no breaking or dressing to make it the correct height.

In Figure 1 is shown the strong, substantial construction of the Universal Mold. The view at the right is of the upper half of the mold, the spring jet-piece projecting from the left. The lower half of the mold is shown in the left-hand view, at the back appearing the other half of the jet-piece, while at the top is shown the projecting stool against which the top of the matrix is firmly held when casting. If desired, the alignment of the type can be changed by adjusting this stool. Just below this stool is shown the projection against which the side of the matrix is held.

After a type is cast the matrix withdraws from the character and the mold leaves the nipple plate and releases the spring of the jet-breaking device. This breaks off the jet and the ejector pushes out the jet as the mold opens.

THE UNIVERSAL TYPE CASTER

The type then falls into a chute which carries it to a box, from whence it can be transferred to a type case.

Figure 2 is a top view of the machine, showing the melting pot, pump, the water-cooled plates to which the two halves of the mold are attached, and the spring-compressed arm carrying the matrix, the latter projecting to the right of the machine. The lower half of the mold is seated on the two hollow pins projecting from the lower plate, which are threaded on their interiors to receive the screws which clamp this half of the mold firmly in position. The upper half of the mold is attached to the other plate by means of two screws.

When the mold is closed it is locked by the vertical rod, having a screw and clamp nut, shown in the foreground of Figure 2. This device is exceedingly rigid and insures the mold being entirely closed when casting, thus absolutely avoiding the possibility of bodies too large.

When the mold is thus locked the matrix is held firmly against the mold by a lever adjusted with a screw and lock nut, the two halves of the mold clamping it rigidly sidewise and a spring holding it tight against the alignment stool. Forced down by a powerful spring, the pump then drives the molten metal into the mold, holding it there under great pressure until the type has cooled enough to be ejected from the mold.

It is this scientific design of the Universal Type Caster, the rigidity with which the mold is locked, the firmness with

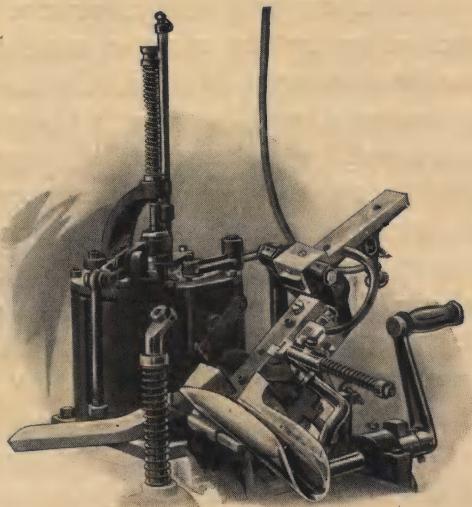


Figure 2
TOP VIEW OF THE MACHINE

THE UNIVERSAL TYPE CASTER

which the matrix is held in position, and the great pressure behind the metal while it is being cooled, that makes it possible for the machine to produce such perfect type, clear and sharp as to face, solid as to body, and with every dimension absolutely correct.

The correct design of the Universal Type Caster is backed up by the most careful construction. Throughout the best material is used, the main shaft, arms, rollers, and all essential parts being of high-grade tool steel, hardened and tempered. Furthermore, all parts are interchangeable and manufactured with great accuracy. This means the profits the machine earns are not absorbed by excessive depreciation and costly repairs. The unanimous verdict of users is that seldom does any part of the machine ever wear out or require replacement. With only ordinary attention, such as any machine should receive, the Universal Type Caster can be depended on, year after year, to produce absolutely perfect type.

The operation of the Universal Type Caster is not at all difficult to learn. The majority of the machines are in charge of operators who have received only ten days' to two weeks' instruction from our erectors, this instruction having been given in the plants of purchasers when the machines were installed. The simple design of the machine, together with the fact that a different mold is used for each point size, means that the quality of the output is not dependent on the skill of the operator. Therefore, the user does not have to employ a skilled mechanic to operate the machine, but can select a composing room apprentice with an aptitude for machinery, or a compositor of ordinary intelligence. In many offices the machines are run by boys, under the supervision of the foreman or some older person, and in one plant a young girl has charge of the machine, producing a very satisfactory output of good type.

When an office is large enough to require running the machine continuously it is wise to employ a man to do nothing else but operate it. But in smaller plants that need

THE UNIVERSAL TYPE CASTER

the machine only now and then the best plan is to instruct a compositor, or someone constantly employed in the establishment, so that an operator will always be at hand when needed.

Not only is casting type with the Universal Type Caster a very simple matter, but the changes and adjustments of the machine are not at all complicated. One mold can be substituted for another in two minutes, and a matrix can be changed in half a minute. The line and set of the type to be cast are taken care of by the matrix, hence these require no adjustment. The pump is so designed that it may be easily removed if it should choke, and will cast a number of sizes without adjustment.

The machine is driven by a small motor in the base, or can be operated by line shafting, but the individual motor is best, as it saves power and permits the machine to be located in the most convenient position. Where power is not available the machine can be driven by hand, a crank being provided for that purpose. If power is used, a stop clutch gives an intermittent motion to the main shaft of the machine, allowing the mold to cast a type every revolution of the shaft, or every second, third, or fifth revolution, as may be desired, thus giving time for a "dwell" to allow the metal to cool in the mold and insuring solid bodies. The length of the "dwell" depends on the size of the type.

The average output of the Universal Type Caster is ten pounds per hour, ranging from four pounds per hour for six-point type, to fourteen pounds per hour for forty-eight-point. A greater output than this has been obtained by experts, but these figures are what the purchaser may expect from ordinary operators. By re-designing the machine so it would cast type with porous bodies, not accurate as to size, and with defective faces, a much greater output could have been secured. But that was not the object of its inventors. They knew the printer wanted real type, *foundry type*, hence they sacrificed output to quality. The result is that better

THE UNIVERSAL TYPE CASTER

type cannot be made than that cast by this machine. There is a limit to the speed at which molten type metal can be cooled. This is governed by a natural law that nothing can overcome. It is as fixed and unalterable as the law of gravity. No machine can produce type with *solid* bodies and *perfect* faces at a greater speed than the Universal Type Caster.

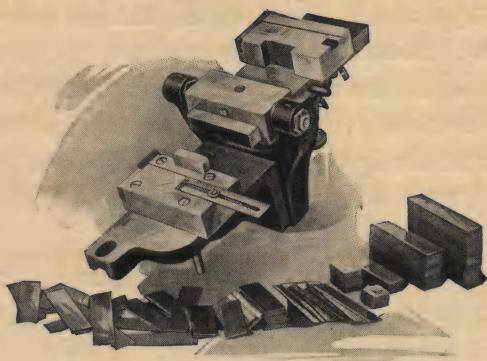


Figure 3
LEAD AND SLUG MOLD

The regular equipment of the Universal Type Caster includes the complete machine, matrix holder for either Universal or Linotype matrices, and an equipment of molds for casting type, spaces, and quads in any six sizes from five and a half to forty-eight-point.

Additional molds can be

rented for \$1.00 per day, time in transit, as well as Sundays and holidays, not included.

Molds for casting leads and slugs also can be purchased. These molds (see Figure 3) cost \$100 each. They cast leads two points thick and any length from four to twenty picas. By the use of mold blocks (\$50 for each point size) these molds can be adjusted to cast leads and slugs of any thickness up to twelve-point.

The Universal Type Caster occupies a floor space twenty-five by twenty-seven inches and is five feet high from the floor to the top of the pump-plunger piston. When equipped with motor, controller, and driving gear installed in the base, the weight is 950 pounds. One-third horse-power is required to drive the machine, and a three-eighths-inch gas pipe is used to supply the burner. A quarter-inch water pipe is required to cool the mold plates. A competent man is sent to erect the machine and give instruction in its operation for a period of two weeks.

UNIVERSAL TYPE CASTER MATRICES

PRICES AND RATES FOR RENTAL

UNIVERSAL matrices are of the electrotype form and are made with great care, their manufacturing cost being nearly double that of an ordinary matrix of this kind.

Matrices may be rented by owners of the Universal Type Caster, for use on that machine, from our libraries at the rate of \$1.00 per day per font. Time in transit excepted, including Sundays and holidays.

Expressage of fonts to and from our libraries is paid by the customer. Rental is computed for the time the matrices are in your possession.

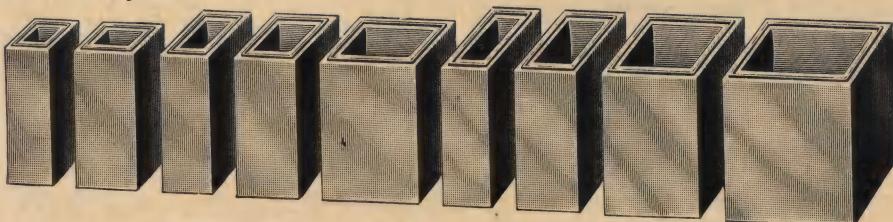
Matrices purchased from us by users of the Universal Type Caster may be exchanged upon payment of \$2.00 per font, provided the matrices are in good condition. In this way the user may keep a font as long as desired and then exchange it for any other font he may select.

Prices of fonts are as follows:

REGULAR FONTS (containing caps, lowercase, PER FONT points, and figures)	\$30.00
ROMAN FONTS (containing caps, lowercase, small caps, points, and figures)	35.00
CAP FONTS (containing caps, points, and figures)	20.00

QUOTATION QUAD MATRICES

Matrices for casting quotation or hollow quads may be obtained in the following sizes: $1\frac{1}{2} \times 2$ ems pica, 2×2 ems pica, $1\frac{1}{2} \times 3$ ems pica, 2×3 ems pica, 3×3 ems pica, $1\frac{1}{2} \times 4$ ems pica, 2×4 ems pica, 3×4 ems pica, 4×4 ems pica.



These quotations or hollow quads are cast in the regular space and quad molds. These matrices may be purchased, or the font of nine matrices rented at the rate \$1.00 per day.

THE OPINIONS OF USERS

WHAT THEY SAY ABOUT THE
UNIVERSAL TYPE CASTER

THE evidence contained in the letters here reproduced is positive proof that the Universal Type Caster is a money maker in the composing room of a newspaper or a job office. Note the character and reputation of the firms who have endorsed the machine, the unanimous opinion regarding the quality of the type it produces, its simplicity of operation, its low maintenance cost, and its great economy. These letters prove that the Universal Type Caster is a real type caster that makes real type, equal in every way to the best foundry type, and at a cost much less than that of foundry type.

DE VINNE PRESS, NEW YORK.

The one feature of the machine that most appeals to us is the low cost of manufacture. We simply melt up a lot of old type and produce new type at little or no expense to ourselves outside of the metal. The type is as good as any of the foundry type we have in our composing room.

BECK ENGRAVING COMPANY, PHILADELPHIA.

The results we are getting from the Universal Type Caster are entirely satisfactory. The machine is doing all you claimed for it.

RAND McNALLY & COMPANY, CHICAGO, ILL.

We have cast over 30,000 pounds of type on your machine and consider it a money maker. The cost of maintenance has been comparatively light for the product produced.

BROOKLYN DAILY EAGLE, BROOKLYN, N. Y.

The machine is giving excellent satisfaction and we are very well pleased with it. It casts rapidly and solidly, and we are now able to keep our type cases filled with new type and get a better product than we had heretofore.

PITTSBURGH POST, PITTSBURGH, PA.

We have operated your type casting machine for several years. The machine makes good type at a fair rate of speed and is easily kept in condition. Since we have used your type casting machine we have not purchased any new type smaller than 48-point.

THE UNIVERSAL TYPE CASTER

FLEET, MCGINLEY CO., BALTIMORE, MD.

Even more important than the economy of making our type on the Universal Type Caster, is the value of being able to make on the machine an unlimited supply of type and spacing material just as we require it. Thus our compositors have plenty of material to work with and the machine has increased the efficiency of all of our hand men, who are not wasting time hunting for necessary sorts. Our machine is operated by one of our apprentices and is practically never out of order.

J. HORACE MCFARLAND COMPANY, HARRISBURG, PA.

Our experience with the Universal Type Caster has been such in the past year as to convince us of its value in a plant of this nature. The Universal Type Caster is a well-built machine, not difficult for anyone to understand, and producing type of a quality not equaled by any other type casting machine within my knowledge, at so small a cost, when operated in connection with type setting work, as to be almost negligible.

While at first the entry of the machine into the composing room equipment was not welcomed by the force there operating, there would now be rebellion at the idea of giving it up.

SAN FRANCISCO EXAMINER, SAN FRANCISCO, CAL.

We are well pleased with the results obtained from the Universal Type Caster. We do not distribute any type under 36-point.

A. S. GILMAN PRINTING COMPANY, CLEVELAND, OHIO.

Your machine is giving the best of satisfaction. The product is fully equal to that produced by any type foundry, while the machine itself in construction and operation is a marvel of simplicity.

MONTREAL STAR, MONTREAL, CAN.

We take pleasure in stating we have found your machine very useful and it has given us entire satisfaction. We consider that it is doing all that you claimed for it when we purchased it from you.

LA PRESSE, MONTREAL, CAN.

"Type That is Type" is your motto. You are quite right in adopting that particular motto. That is what we are making with your machine. We are pleased to say that the type we are casting on this machine is far superior to any foundry type we have purchased up to now.

AUTOGRAPHIC REGISTER COMPANY, HOBOKEN, N. J.

We have been using the Universal Type Caster constantly for two years, and are delightfully surprised at the low maintenance cost. The repairs have been practically nothing and whatever adjustments necessary have been attended to in our own shop. It is making better type, if that is possible, today than when the machine was installed.

THE UNIVERSAL TYPE CASTER

LOS ANGELES RECORD, LOS ANGELES, CAL.

We are having splendid success with the Universal Type Caster and are turning out a fine quality of type, and large quantities of it.

HILL TYPE & MACHINE COMPANY, ST. LOUIS, MO.

We are selling type cast on your machine to the best printers in the city, and all pronounce it as good, or better, than any type they have ever used.

HENNEBERRY COMPANY, CHICAGO, ILL.

The machine meets all our requirements, being simple in adjustment and turning out good solid type. We are well pleased with it.

AMERICAN PAPER GOODS CO., KENSINGTON, CONN.

We have had one of your casters in operation for the past two years and find that the product of the machine is equal to that purchased at regular foundries and at a much less cost. The type is sharp, clear and clean cut and wears well. The caster is simple and easy of operation. We feel that the purchase of the machine was a money-saving investment.

CALGARY HERALD, CALGARY, ALBERTA, CAN.

The Universal Type Caster with which you supplied us is quite indispensable to us, and we would not be without it for twice its cost. It assured us of clean new type in unlimited quantities and most up-to-date faces, particularly for ad type, though we also use a quantity of it for news headings. In connection with the machine itself, we can add that it has never given us a moment's trouble.

J. W. FRANKS & SONS, PEORIA, ILL.

We are well satisfied with your machine. The type it casts is fully as good as regular foundry type, both in quality, height and alignment. There is no doubt about its economy both in casting fonts and sorts. It is like the telephone—we could not do without it.

CHICAGO LEGAL NEWS, CHICAGO, ILL.

We are well pleased with the Universal Type Caster. It is one of the best paying machines in the house.

LA PATRIE PUBLISHING COMPANY, MONTREAL, CAN.

We have much pleasure in informing you that the machine you sold us has given us entire satisfaction and was never out of order.

PERRIN & SMITH PRINTING COMPANY, ST. LOUIS, MO.

We are perfectly satisfied with our Universal Type Caster and think it a great help to our composing room.

W. L. WITMER & COMPANY, KANSAS CITY, MO.

Will say that we have found everything you claim for the Universal Type Caster to be exactly as represented.



UNIVERSAL
DISPLAY FACES



UNIVERSAL TYPE-MAKER



SERIES No. 1028

36 Point

Per Font, \$30 net

EAST INDIANS
Civilize the Heathen
Congo River
Old Nations \$987

30 Point

Per Font, \$30 net

DIAMOND MINES
Hunting Precious Stones
South Africa
Fortunes Being \$98

24 Point

Per Font, \$30 net

ARMIES MOBILIZING
Weak Defences Strengthened
Sanguinary Battles
Scene of Conflicts \$1,234

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1028

18 Point

Per Font, \$30 net

PRODUCES DESIRED EFFECT
Casting Type Necessary in Your Office
Can be Done with Economy and
Ease that is Surprising \$3

14 Point

Per Font, \$30 net

MACHINE OF SIMPLE MECHANISM
The Universal Will Overcome the Many Obstacles
That Confront the Progressive Printer
It Places Him in a Position to Do Good Work

12 Point

Per Font, \$35 net

ITS SUCCESS GUARANTEED
UNIVERSAL TYPE-MAKER HIGHLY APPRECIATED AND ALSO
recommended as the greatest and most accurate that has ever
been produced for the execution of high-class work

10 Point

Per Font, \$35 net

HONORABLE MENTION GIVEN

IT IS A FACT THE UNIVERSAL TYPE-MAKER GIVES THE GREATEST
amount of satisfaction. It has a widespread reputation for its
accuracy and economy, and will be a profitable addition to every
printing-office. It will increase \$123456789

8 Point

Per Font, \$35 net

ADVANCING THE PRINTING TRADE

PROGRESSING BUSINESS DEMANDING A MACHINE THAT WILL RAPIDLY CAST THE
sorts that are necessary with economy and accuracy that can be depended upon.
This machine will successfully fill the bill. It is simply constructed and anyone with
previous mechanical experience can operate it

6 Point

Per Font, \$35 net

GREATEST INVENTION OF ITS KIND

THE UNIVERSAL TYPE-MAKER HAS PROVEN TO BE MOST SUCCESSFUL OF THE VARIOUS TYPE-CASTING
machines now in operation. It is demanded by the trade for the reason that its products will be accurate
and satisfactory. Any printer wishing to improve his condition will be acting wisely if he installs this
wonderful up-to-date machine. It will make all material necessary for doing work that pleases customers.

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1029

36 Point

Per Font, \$30 net

COAST LINE
Railroads Planning
Rates Down
Southern Ohio 1

30 Point

Per Font, \$30 net

LOST DOCUMENT
History of Early Periods
New England
Puritanical Ideas 74

24 Point

Per Font, \$30 net

WORTHY MACHINE
Benefiting Printers Generally
Universal Machine
Receiving Praise that 9

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



SERIES No. 1029

18 Point

Per Font, \$30 net

PROMOTES NEW BUSINESS

The Universal Type-Maker is Famous for its accuracy and economy. It will improve your products and be a \$12345

14 Point

Per Font, \$30 net

RECEIVING PRAISE EVERYWHERE

It will make the material you need, which will be beneficial to the printer and will also satisfy the customer. If you consider the economy of this machine you will immediately procure \$1234567

12 Point

Per Font, \$30 net

SECURING SORTS

In the past has been a very troublesome detail, causing many vexatious delays that have often proven an annoyance to the compositor. The Universal Type-Maker will overcome \$9875

10 Point

Per Font, \$30 net

AUTOMATIC PRODUCT

Printers who possess the Universal Type-Maker can discover means of finding money in the hell-box. Piles of old junk can be quickly turned into money-making type, ornaments, borders, quads and spaces at a very slight expense. It is needed \$123,456,789.00

8 Point

Per Font, \$30 net

YOU WILL FIND ECONOMY

In casting your own sorts. It is much more profitable and less troublesome. The Universal Type-Maker affords opportunities too numerous to mention. It will make a great improvement in the printing trade. Having sorts always at hand is very convenient, and also proves a great economy. Install this machine and you

6 Point

Per Font, \$30 net

GREAT MECHANICAL INGENUITY

The Universal Type-Maker is now covering a new field of usefulness in the printing industry. It has succeeded wonderfully. You would be surprised if you knew how beneficial it has been. Accomplishing feats never heard of before. By installing this machine you will be able to improve your business methods and be able to execute any kind of work. The services of a type founder are not necessary for operating this economical device. It will be a profitable addition to the \$1234567890.

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1036

36 Point

Per Font, \$30 net

TRUE HEART
New Material Ready
Great Lakes
Unique Design 8

30 Point

Per Font, \$30 net

SCENIC EFFECTS
Many Difficulties Avoided
Universal Machine
Fulfilling Its Purpose

24 Point

Per Font, \$30 net

SOWING THE WIND
Many Humorous Comedians
New York Herald
Universal Will Make \$9

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1036

20 Point

Per Font, \$30 net

MAKING IMPROVEMENTS
Universal Type-Maker Is Progressive
Its Product the Very Best
This Fact Well Appreciated 68

14 Point

Per Font, \$30 net

MORE SERVICEABLE TO THE PRINTER
Make labor easy and benefits him in different ways
The Universal Type-Maker is a simple
Machine that Will Increase Business \$12345

12 Point

Per Font, \$30 net

THIS MACHINE HAS PROVED TO BE MORE
Satisfactory than all the other type-casting machines combined
Easy to operate and production unequaled
Why pay exorbitant prices for foundry type when
You Can Cast Type Cheaper \$1234567890

10 Point

Per Font, \$30 net

THE UNIVERSAL TYPE-MAKER IS SUPPLYING PRINTERS
With facilities for making their own body and job type, borders, ornaments
Spaces and quads in any amount that they may require
No foundry type-casting machine can now possibly take its place
Matrices for Casting Popular Type Can be \$123456789

8 Point

Per Font, \$30 net

FORTUNES BEING MADE FROM THE CONTENTS OF THE HELL BOX
With this very useful machine you can produce the type you need and in any quantity
There is great economy in the operation of this simple device
Your future prosperity greatly depends upon the Universal Type-Maker
Comfort, Convenience and Economy \$12345678

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1037

36 Point

Per Font, \$30 net

GOOD PROFIT
Real Dollars Saved
Fine Styles
Great Saving \$

30 Point

Per Font, \$30 net

LESS TIME SPENT
Unique in Construction
Operation Easy
Benefits Great 765

24 Point

Per Font, \$30 net

MAKING FORTUNES
Printers Who Use Universal
It Simplifies Work
Saves Lost Motion 43

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1037

18 Point

Per Font, \$30 net

AFFORDS MANY OPPORTUNITIES
That were Undreamed of Before the Invention
Of The Universal Type-Maker
Printers Taking Advantage of Them
\$1234567890

12 Point

Per Font, \$30 net

WHY NOT EXERCISE GOOD JUDGMENT?
Cast Aside all Old Cobweb-bedecked Ideas and Have New
Serviceable Material Constantly on Hand
The Universal Type-Maker Keeps Cases Full
And Overcomes all Other Difficulties

10 Point

Per Font, \$30 net

HAVING A TYPE-FOUNDRY IN YOUR SHOP IS MORE
Convenient Than Two Around the Corner and is More Economical. The
Universal Type-Maker Makes Accurate Type of the
Highest Quality and Finest Finish, Equal in Every Way
To the Best Foundry Product, and Much Cheaper

8 Point

Per Font, \$30 net

OLD WORN-OUT TYPE IN THE SHOP WILL MAKE WORN-OUT NERVES
It is Not Necessary to Have any Trouble or Delay Whatever Since the Invention of
The Universal Type-Maker, the Machine Which Has Made Such
Rapid Progress in the Advancement of the Interests of the Printer. Laborious
Tasks Made Very Simple to the Compositor **\$1234567890**

6 Point

Per Font, \$30 net

DIOGENES, A CELEBRATED CYNIC PHILOSOPHER OF SINOPA, WAS BANISHED
From His Country for Coining False Money. From Sinope He Retired to Athens, Where He Became the
Disciple of Antisthenes, Who was at the Head of the Cynics. He Dressed Himself
in the Garment Which Distinguished the Cynics, and Walked About the Streets with a Tub
on His Head, which Served Him as a House. He died B.C. 324

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 60

36 Point

Per Font, \$30 net

BEST GOODS
Always Appreciated
Merit Ever Wins

30 Point

Per Font, \$30 net

LEADING MANY
Setting Pace for Others
Always Ahead of Them

24 Point

Per Font, \$30 net

DESERVES CREDIT
Conditions are Much Better
Amongst Printers These Days

20 Point

Per Font, \$30 net

BRIGHT MINDS ACTIVE
Inventive Ideas are Advancing Rapidly
Remarkable Improvements Made

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 60

18 Point

Per Font, \$30 net

PROSPEROUS BUSINESS MEN
Use Most Modern and Economical Machinery
More Facilities, Less Expense

14 Point

Per Font, \$30 net

CONSTRUCTION IS VERY SIMPLE
The Universal Type-Maker is Entirely Successful
Wonderful in Its Practicability

12 Point

Per Font, \$30 net

EXERCISE YOUR BETTER JUDGMENT
Install the Machine in Your Plant that Proves its Worth
Increase the Effectiveness of Your Office

10 Point

Per Font, \$30 net

UNIVERSAL TYPE-MAKER AN ENERGY-SAVER
Most Popular and Economical Device for Making Type now Known
Type in Unlimited Supply a Boon to the Printer

8 Point

Per Font, \$30 net

ACTIVE PRINTERS MAKING RAPID STRIDES TO SUCCESS
The Universal Type-Maker has Removed Almost All of the Printer's Difficulties
No Need to Worry Any More Over Short Supply of Type

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 61

36 Point

Per Font, \$30 net

SURE PROFIT
*Increase in Business
Will make Money*

30 Point

Per Font, \$30 net

SPECIAL DESIGN
*Universal Type Needed
Best-Quality Type*

24 Point

Per Font, \$30 net

EXPENSE CUT OUT
*Convenient in All Details
Universal Type Maker*

20 Point

Per Font, \$30 net

BUYING SORTS IS LOSS
*Universal Type Maker Furnishes
Everything Necessary*

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 61

18 Point

Per Font, \$30 net

*ANY AMOUNT OF NEW SORTS
Is Instantly and Conveniently Produced
By The Universal Type-Making Machine
Very Profitable in Every Respect*

\$1234567890

14 Point

Per Font, \$30 net

*IT EFFECTS PRACTICAL ECONOMY
There is But One Matrix for Each Character Yet
With Each Matrix it is Possible to Cast as Much
Type as Any Big Office Will Need*

12 Point

Per Font, \$30 net

*DOES NOT REQUIRE SERVICE OF SKILLED
Foundryman or Mechanic to Manipulate Adjustments
Any Printer can Operate it Easily and Make Good Type
Display and Body Type are Its Special Product*

10 Point

Per Font, \$30 net

*THERE IS NO NECESSITY OF ORDERING SORTS
From the Foundry When You Have a Universal Type-Maker in
Operation in Your Plant. It Will Provide All the Type Necessary
Will Convert Old Type Into New Up-to-date Faces*

8 Point

Per Font, \$30 net

*PRINTERS WHO CAN NOT AFFORD TO PUT IN EXPENSIVE
Composing Machines Can Now Procure a Complete New Assortment of Job and
Body Type, in Large or Small Quantities, at Very Little Expense and Trouble
Its Installation is the Last Word in Economy of Administration*

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

NR

UNIVERSAL TYPE-MAKER

NR

SERIES No. 512

42 Point

Per Font, \$30 net

**EFFICIENT
Helps to Printing**

36 Point

Per Font, \$30 net

**LAST REPORT
Money to Come 12**

30 Point

Per Font, \$30 net

**PERFECT SHAME
Always the Winner 123**

24 Point

Per Font, \$30 net

**PROVES ACCURACY
Pass This Good Word Along**

20 Point

Per Font, \$30 net

**CUSTOMERS PLEASED
Work of Highest Quality Always \$**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 512

18 Point

Per Font, \$30 net

THIS MAGNIFICENT FACE
Can Be Put to Many Varying Uses and
Always Pleases ÆŒ \$1234567890

14 Point

Per Font, \$30 net

ADAPTED TO THE FINEST WORK!
Strongly Recommended Where Neatness, as Well
as Artistic Effect, Is Desired. \$1234567890

12 Point

Per Font, \$30 net

WHAT CONSTITUTES ARTISTIC EFFECT?
This Question Often Puzzles the Printer and Unless He Has
the Proper Type Faces It Remains a Puzzle \$12345

10 Point

Per Font, \$30 net

NO LONGER NECESSARY TO WAIT FOR "SORTS"
With the Installation of a Universal Type-Maker Comes Independence and
Freedom for the Long-suffering Printer. Plenty of Type at All
Times for All Purposes. Truly, an Unusual Condition for the Printerman
Not Possessing a Universal. ÆŒæœ £\$1234567890

8 Point

Per Font, \$30 net

IT IS GOOD POLICY TO HAVE NEW TYPE IN YOUR CASES
But It Isn't Always Feasible When the Type Foundry Is Your Only Source of Supply
When Once You Have the Means for Procuring an Unlimited Supply in
Your Own Establishment, However, It Becomes an Easy Matter and Full Cases Are
the Rule Rather than the Exception ÆŒæœ & \$1234567890

6 Point

Per Font, \$30 net

EARLY PRINTERS LABORED UNDER GREAT DISADVANTAGES IN PRINTING MAGAZINES
Type Was Scarce; Journeyman Printers Had a Dreadful Thirst, Which It Was Deemed Necessary to Acquire Along with
the Trade, the Satisfying of Which Made Their Attendance upon the Place of Their Labors More or
Less Uncertain. Money Was Also Scarce, and Frequently the Printerman Had to be Content with Trading His Products
for Butter and Eggs or Face the Alternative of Being Paid Year After Next,—if Ever. \$2

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

NR

UNIVERSAL TYPE-MAKER

NR

SERIES No. 513

42 Point

Per Font, \$30 net

FAT PEOPLE
Slow Runners 1234

36 Point

Per Font, \$30 net

THIN FOLKS,
Attention! 123456789

30 Point

Per Font, \$30 net

FIRST FOOTRACE
Open to Forty Contestants

24 Point

Per Font, \$30 net

UNIVERSAL TYPE A1
All of It, and Freely Accessible

20 Point

Per Font, \$30 net

CAST YOUR OWN LEADS
From 2 Pt. to 12 Pt. Body

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 513

18 Point

Per Font, \$30 net

TIME IS NEVER WASTED
*Picking Sorts When You Have Universal
Type-Makers Handy & 12345*

14 Point

Per Font, \$30 net

MEETS ALL TRADE DEMANDS
*A Boon to Time-Pressed Compositors Wherever
Located and Surely Fills a Gap in the Average
Printer's Equipment \$123456789*

12 Point

Per Font, \$30 net

DOESN'T REQUIRE SKILLED OPERATOR
*Any Average Printer Can Operate The Universal Satisfactorily
Many Faces of Display and Body Type Quickly Produced by It
Adds Profit to Printing. \$123,456,789.00*

10 Point

Per Font, \$30 net

IT IS NO LONGER NECESSARY TO ORDER SORTS
*When a Large Order Comes In. Install The Universal Type-Making
Machine and Make the Necessary Extra Characters, at the Same Time
Making Old Metal into New Type. It is Even Better Than "New Lamps
for Old." Almost Like Finding Money. 123456790*

8 Point

Per Font, \$30 net

ALL PRINTERS WHO CANNOT AFFORD COMPOSING MACHINES
*Can Now Procure a Complete New Assortment of Type, for Job and Newspaper Work,
in Large or Small Quantities by Simply Making Use of The Universal System. It Is a
Pleasure to know That All the Type You Need Is Always Available Through the Medium
of This Wonderful Invention, by Installing This Machine. 1912*

6 Point

Per Font, \$30 net

IT VERY OFTEN OCCURS THAT A FEW MORE TYPE CHARACTERS ARE NEEDED
*Then the Compositor Must of Necessity Waste Precious Moments in Hunting for Them in Various Tied-Up, Live-Jobs.
Frequently Happens When the Loss of Time Can Be Least Afforded and the Condition Is All the More Aggravated Because
of This Fact. Why Labor Under These Distressing Conditions When a Remedy is at Hand? The Universal Type-Maker
Removes These Worries and Provides Unlimited Supplies of New Type for Instant Use. Its Installation Means Economy and
Greater Profits. Provide for It at Once. ff \$ J & AE OE & (? ! ' - : ; , . 190763*

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

NR

UNIVERSAL TYPE-MAKER

NR

SERIES No. 514

48 Point

Per Font, \$30 net

PRINTER Requires Best

42 Point

Per Font, \$30 net

MATERIAL For Good Work

36 Point

Per Font, \$30 net

CHARACTER Of Product Shown

30 Point

Per Font, \$30 net

EDUCATIONAL Campaign Conducted

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 514

24 Point

Per Font, \$30 net

**TYPE NEEDS FILLED
The Universal Type-Maker**

18 Point

Per Font, \$30 net

**SPLENDID TYPE SERIES
All Manner of High-Class Printing**

14 Point

Per Font, \$30 net

**SAVES ELECTROTYPING BILLS
Not Necessary to Make Plates to Save Type**

12 Point

Per Font, \$30 net

**UNIVERSAL MACHINE INDISPENSABLE
Don't Consider the Cost of Extra Type in Estimating**

10 Point

Per Font, \$30 net

**SMALLEST LEAKS OFTEN CAUSE FAILURE
Time is Lost Picking Sorts and Hunting Quads and Spaces**

8 Point

Per Font, \$30 net

**HEREIN IS THE REMEDY FOR SUCH CONDITIONS
The Universal Overcomes All Such Difficulties and Turns Loss Into Profit**

6 Point

Per Font, \$30 net

**THIS SERIES IS ONE OF THE MOST POPULAR AND USEFUL
It "Fits" in Almost All Styles of Work, and No Shop Can Well Afford to be Without It**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1015

24 Point

Per Font, \$30 net

ECONOMICAL DEVICE
Its Product is of the Best Quality
Universal Type-Maker 987

18 Point

Per Font, \$30 net

RELIEF TO COMPOSITOR
Any Quantity of Good Sorts Always on Hand
Products Will Never Fail to Please

14 Point

Per Font, \$30 net

UNLIMITED AMOUNT OF MATERIAL
Saves Time and Labor, and Greatly Reduces Expenses
Universal Type-Maker the Greatest \$87654321

12 Point

Per Font, \$30 net

TYPE MADE BY THE UNIVERSAL MACHINE
Equal to the Foundry Product. Accuracy Assured. It Can Be
Relied Upon to Give Complete Satisfaction \$123456789

10 Point

Per Font, \$30 net

UNIVERSAL TYPE-MAKER ACCOMPLISHING RESULTS
Produces Standard Body and Job Type. Facilities that Are Economical
The Most Practical Device for the Printer Ever Introduced
Universal Type-Maker Product Will be Appreciated \$6853412

8 Point

Per Font, \$35 net

OVERCOMES MANY DIFFICULTIES AND IS A GREAT HELP
To the Printer. He Can Cast Sorts with Ease. It is Proving Beneficial in Many Ways, and
Has Made a Firm Place for Itself in the Printing World
Without the Universal No Printshop Can Claim to be Up-to-the-Minute

6 Point

Per Font, \$35 net

THE UNIVERSAL TYPE-MAKER IS OF GREAT BENEFIT TO PUBLISHERS
Any Amount of Materials Easily and Readily Produced. Simple in Construction and Unique in Design. Product Has
a Finished Effect Which Cannot be Exceeded by That of any Foundry
THE NEEDS OF THE PRINTER HAVE BEEN PARAMOUNT IN THE CONSTRUCTION OF THE UNIVERSAL

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1018

20 Point

Per Font, \$30 net

PRODUCES TYPE OF PERFECTION
Universal Type-Maker Proves Economical
Gaining Popularity Every Day
Printers Are Confident Of Its \$12,345

18 Point

Per Font, \$30 net

PROVING ITS WORTH TO PRINTERS
The Type-Maker May be Operated Profitably
Those Thoughts of Other Days
The Old Homestead Plays \$1,234,567,890

14 Point

Per Font, \$30 net

ITS ADJUSTMENTS ARE VERY SIMPLE
Affords the Means of Having Popular Type Styles
Accuracy and Durability Unparalleled
Economy in Being Your Own Founder \$1

12 Point

Per Font, \$30 net

ADVERTISING MATERIAL IN ABUNDANCE
Publishers Will Find This Machine to be Most Profitable
Any Amount of Accurate Type on Hand
Universal Type-Maker is Meeting with Approval
Makes Type of Quality and 9,876,543.50

10 Point

Per Font, \$30 net

GOOD QUALITY OF TYPE ADVERTISES BUSINESS
There is No Necessity of Ordering Sorts from the Type Foundry
When You Can Cast the Same with Convenience
The Universal Type-Maker Accomplishes Great Results
Good Qualities Are Appreciated \$6,789

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1075

48 Point

Per Font, \$30 net

SORT CASES Not Necessary Now

42 Point

Per Font, \$30 net

COMPOSITORS Have Type to Burn

36 Point

Per Font, \$30 net

USEFUL SERIES In Any Printing-Office

30 Point

Per Font, \$30 net

TRADE FORECAST Best Offices Use The Universal

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1075

24 Point

Per Font, \$30 net

DIVIDENDS ALLOWED The Greatest Success of Its Kind

18 Point

Per Font, \$30 net

PYGMIES ARE PYGMIES Still, Though Perched on Alps; and Pyramids \$1234567890&£ctstffffflflf[]()

14 Point

Per Font, \$30 net

ARE PYRAMIDS IN VALES. EACH Man Makes His Own Stature, Builds Himself.—Young

12 Point

Per Font, \$30 net

FAIR LAUGHS THE MORN, AND SOFT The Zephyr Blows, While Proudly Riding O'er the Azure Realm, In Gallant Trim the Gilded Vessel Goes

10 Point

Per Font, \$30 net

"WORDS ARE THINGS, AND A SMALL DROP OF INK Falling, Like Dew, Upon a Thought, Produces That Which Makes Thousands, Perhaps Millions, Think." These Words Are to Make Printers Think

8 Point

Per Font, \$30 net

THE FIRST PRINTER HAD MANY TROUBLES OF HIS OWN When Faustus had printed, in 1460, a number of copies of the Bible, he undertook the sale of them in Paris, where printing was then unknown. As he sold copies for 60 crowns,

6 Point

Per Font, \$30 net

WHILE THE SCRIBES DEMANDED 500 FOR THEIR MANUSCRIPTS, HE created universal astonishment; but when he produced copies as fast as they were wanted, and lowered the price to 30 crowns, all Paris was agitated and condemned him for witchcraft

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1078

48 Point

Per Font, \$30 net

IGNORANCE
Hard to Overcome

42 Point

Per Font, \$30 net

OLD GAMES
Shuffle-Board, Cards

36 Point

Per Font, \$30 net

DESTRUCTIVE
Characters of Dynamite
Annihilates Everything
Confusion of 123

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1078

30 Point

Per Font, \$30 net

*HANDSOME FACE
Harmonizes Perfectly With
Upright Forms
Graceful Artistic Type
Always in Demand*

24 Point

Per Font, \$30 net

*EDUCATED FARMERS
Scientific Farming is the Rule Instead
of Happy-go-Lucky
Methods Formerly Employed by
Those Who Till the Soil*

18 Point

Per Font, \$30 net

*GOOD PROGRESSIVE IDEAS
Rapidly Forging to the Front in the Early
Years of the Twentieth Century
Pull-backs no Longer Have a Place in the
Scheme of Go-aheadness \$123*

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1080

48 Point

Per Font, \$30 net

FINE LETTER Effective Display

42 Point

Per Font, \$30 net

GREAT PROFIT Type-Maker Saves

36 Point

Per Font, \$30 net

UNIVERSAL IS AN Economical Equipment

30 Point

Per Font, \$30 net

BRINGS PROSPERITY The Universal Type-Maker

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1080

24 Point

Per Font, \$30 net

WRITE THE UNIVERSAL Type-Making Machine Company

18 Point

Per Font, \$30 net

UNLIMITED SUPPLY OF TYPE Is Possible with a Universal Type-Maker

14 Point

Per Font, \$30 net

UNIVERSAL TYPE-MAKER IS ONE of the many Necessities of Every Up-to-date Printshop

12 Point

Per Font, \$30 net

INDISPENSABLE TO EVERY PRINTSHOP is the Universal Type-Making Machine. Full Cases Make Work Easy, and Easy Work Makes a Smiling Pocket-Book

10 Point

Per Font, \$30 net

THE UNIVERSAL TYPE-MAKING MACHINE COMPANY Has a Money- and Labor-Saving Plan for All Progressive Printers Send for Particulars. They are Interesting and Illuminating

8 Point

Per Font, \$30 net

UNIVERSAL TYPE-MAKER ALWAYS READY TO SUPPLY THE SORTS That Are Needed to Push the Work Along and Insure Prompt Delivery of All Jobs Every Printer Knows What an Advantage it is to Keep Customers Cheerful

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1074

48 Point

Per Font, \$30 net

NORTHERN Limits Reached

42 Point

Per Font, \$30 net

UNIVERSAL Makes Labor Joy

36 Point

Per Font, \$30 net

IT MAKES TONS Of Good, New Type

30 Point

Per Font, \$30 net

ART OF PRINTING It Will Meet the Demand

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1074

24 Point

Per Font, \$30 net

CONVENIENT MACHINE Will Cast Any Style of Type

18 Point

Per Font, \$30 net

PICKING SORTS IS A MENACE To Any Printing Shop, Large or Small

14 Point

Per Font, \$30 net

MODERN METHODS ARE DEMANDED New Styles Are Always Popular With Printers

12 Point

Per Font, \$30 net

MODERN MUSIC IS CAREFULLY SELECTED And Is Always Appreciated by the Music-loving Public Many Tuneful Light Operas Holding Their Own

10 Point

Per Font, \$30 net

AMBITION, BRAINS AND COURAGE ARE THE A B C Of Success in the Printing Business, as Well as in All Others Good Opportunities to Demonstrate This Are Numerous

8 Point

Per Font, \$30 net

DESPITE THE INVENTION AND INVASION OF LINE-CASTING And Type-setting Machinery to Meet the Demand of the Printer and Publisher They Are Compelled to Carry an Incredible Quantity of Movable Type

6 Point

Per Font, \$30 net

PRINTERS CAN EASILY PROCURE A COMPLETE NEW TYPE ASSORTMENT With the Universal Type-Maker They Can Cast All the Type Needed Without Inconvenience Up-to-the-Minute Advertising Material Can Readily Be Produced By This Machine

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1073

48 Point

Per Font, \$30 net

***STRENGTH
Shown by Type***

42 Point

Per Font, \$30 net

***OPTIMISTIC
Printers Succeed***

36 Point

Per Font, \$30 net

***CLEVER MEN
Receive the Reward***

30 Point

Per Font, \$30 net

***MODERN ACTORS
Are Footlight Favorites***

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1073

24 Point

Per Font, \$30 net

DERIVING BENEFITS
From Universal Type-Maker

18 Point

Per Font, \$30 net

PROSPECTS IMPROVING
Clearing the Way for Great Success

14 Point

Per Font, \$30 net

INVENTION PROVES SUCCESSFUL
Overcoming All Obstacles and Gaining Laurels

12 Point

Per Font, \$30 net

MOST ECONOMICAL MACHINE IN USE
*More Type in Less Time Than By Any Other Machine
Always Ready to Make Type That Will Attract*

10 Point

Per Font, \$30 net

ENABLES PRINTERS TO EXECUTE FINE WORK
*The Universal Type-Maker Affords Numerous Opportunities
Greatly Benefits the Printing Trade in Every Way*

8 Point

Per Font, \$30 net

ANY AMOUNT OF ACCURATE MATERIAL INSTANTLY MADE
*Progressive Printers Realize the Usefulness of Universal Type-Making Machine
New Type Will Make Great Improvement in Product of Printers*

6 Point

Per Font, \$30 net

THE UNIVERSAL WILL MAKE TYPE THAT WILL PROVE SATISFACTORY
*The Up-to-Date Printer Realizes the Advantages of an Unlimited Supply of First-class Type
No Picking for Sorts, No Waiting on the Foundry, and Life One Glad, Sweet Song*

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1077

48 Point

Per Font, \$30 net

EFFECTIVENESS Plainly Demonstrated \$8

42 Point

Per Font, \$30 net

HANDSOMEST TYPE A Splendid Face for Headings

36 Point

Per Font, \$30 net

PRACTICAL UTILITY In Products of the Universal 321

30 Point

Per Font, \$30 net

MODERNIZED PRINTSHOPS Demand Installation of Universal Machine

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

(30)



UNIVERSAL TYPE-MAKER



SERIES No. 1077

24 Point

Per Font, \$30 net

UNIVERSAL'S MECHANICAL TRIUMPHS
Amplly demonstrated by its unique performances
Thoroughly Practical and Efficient

18 Point

Per Font, \$30 net

THE UNIVERSAL IS A PRONOUNCED SUCCESS
This has been clearly demonstrated by its wonderful popularity
It Has Caused a Revolution in Printing \$1234567

14 Point

Per Font, \$30 net

THE MANY ADVANTAGES OF HAVING A TYPE-FOUNDRY
In the printshop are becoming evident, even to the most unprogressive printer
It is Very Convenient to Have an Inexhaustible Supply \$1234

12 Point

Per Font, \$30 net

GREAT CONVENIENCE AND ECONOMY OF UNIVERSAL TYPE-MAKER
Are two of the most potent factors in the proper management of the modern printshop
Entirely too Much Lost Motion in Hunting Sorts and Fixing Picked Forms

10 Point

Per Font, \$30 net

THE PRINTER WHO INSTALLS A UNIVERSAL TYPE-MAKER HAS AN ADVANTAGE
Over his competitors not to be measured alone in dollars and cents. Comfort and ease in working
Valuable Conditions and Many More Economic Features Can be Had \$1234567890

8 Point

Per Font, \$30 net

ONE OF THE MOST IMPORTANT NECESSITIES OF THE PRINTER IS A GOOD STYLE
Of condensed type. It must be clean-cut, plain and easily readable, no matter how much is crowded into a small space.
This face amply fills all requirements, and will be found a most practical one to use in many forms of
Advertising and Other Printed Matter. It Is Remarkable For Its Legibility \$1234567890

6 Point

Per Font, \$30 net

THE UNIVERSAL TYPE-MAKER HAS BEEN ACCORDED A MOST ENTHUSIASTIC RECEPTION
It has been met with more general and satisfactory approval than any machine ever invented for the comfort and convenience of the printer.
It has made good in every particular. This can easily be demonstrated by asking a few questions of those lucky
Printers Who Use the Universal. Their Answers Will Soon Prove That We Are Right \$1234567890

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1106

36 Point

Per Font, \$30 net

LOST CAUSE Energetic Printers Saves Labor 85

30 Point

Per Font, \$30 net

KEEPING AHEAD Will Advance the Trade Universal Type 678

24 Point

Per Font, \$30 net

TRADE DEMANDS Best Material Obtainable Type of Quality \$8,430

20 Point

Per Font, \$30 net

RELIEF FOR PRINTER His Bank Account Increasing Universal Type-Maker is \$9

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1106

18 Point

Per Font, \$30 net

REAL MONEY IN HELL-BOX

The Universal Type-Maker converts the contents into new available type that will prove to be satisfactory \$123

14 Point

Per Font, \$30 net

YOUR COMPOSITORS CHARGE THE

Same for the time they spend picking sorts as for the time they spend in setting up type. You can avoid this loss by operating the Universal

12 Point

Per Font, \$30 net

THE PROSPEROUS, HAPPY PRINTER

Has made his success by the use of the Universal Type-Maker. The product of this wonderful machine is noted for accuracy and durability \$1234567890

10 Point

Per Font, \$30 net

ACHIEVING MOST ASTONISHING SUCCESS

The Universal Type-Maker has met with the greatest success in supplying the printers with the necessary requisites for the progress of their business. It makes the work easy for the compositor by furnishing the required sorts without any trouble

8 Point

Per Font, \$30 net

IT IS HANDY TO HAVE NEW TYPE FOR EACH JOB

The printer who is using the Universal Type-Maker has the advantage of producing new type whenever it is needed without experiencing the inconvenience that often happens when ordering from the foundry. Make your type and your type will make you. Recast all the old worn-out type and have plenty of new

6 Point

Per Font, \$30 net

A FOUNDRY IN YOUR SHOP IS WORTH TWO IN THE NEXT BLOCK

especially when sorts are needed and needed in a rush, as they generally are. The type-founders will promise quick delivery, but can they make it? They cannot fill the order inside of several days, while with a Universal Type-Maker you can cast the sorts in a few minutes out of stuff taken from the hell-box at a cost of about 10 cents per pound, while the foundry's charge for sorts would be 50 cents to \$1.25 per pound. Convincing facts #987654321

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1140

36 Point

Per Font, \$30 net

Southern Progress
Natives in hostile garb
Luray Caves
Foreign relations \$9

30 Point

Per Font, \$30 net

Monarchical Government
King's possessions protected
Westminster Abbey
Tombs of famous men

24 Point

Per Font, \$30 net

British House of Parliament
Debating on subjects of interest
Thirteen Original States
Disproved Superstitious Ideas

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



SERIES No. 1140

18 Point

Per Font, \$30 net

Apholding American Constitution
Considering Important National Problems
Balmy Isles of Pacific Ocean
Great Revenue Secured Thereby

14 Point

Per Font, \$30 net

The Wonderful Universal Type-Maker
Will be Most Beneficial to the Printer in Every Way
All Publishers Finding it a Necessity
Famous for its Accuracy and Durable Qualities
The Most Useful Machine \$1234

12 Point

Per Font, \$30 net

This Machine Produces Latest Type Styles
Cast your own type and you will find it a great convenience
Good quality of type improves printing
Enables printer always to have the best material
The Universal Type-Maker \$123

10 Point

Per Font, \$30 net

This Wonderful Device Possesses Many Pleasing Features
You can always depend upon the accuracy and durability of its products
Difficulties Overcome by The Universal Type-Maker
Prevents many delays that often occur when you buy your sorts
It is, Without a Doubt, the Best \$1234567890

8 Point

Per Font, \$30 net

This Machine Gives More Effective Results Than Other Type-casting Devices
Practising the most economical methods you will be able largely to increase your bank account
Install the Universal Type-Maker and you will never regret the venture
It is proving to be the most economical addition to all the up-to-date printing-offices
Advertising material readily produced by this machine \$1234567



UNIVERSAL TYPE-MAKER



SERIES No. 1030

36 Point

Per Font, \$30 net

AUTOMANIACS
Crazy for More Speed
High Gear Only
Burning Gasolene 37

30 Point

Per Font, \$30 net

GOOD PRINTERS
Not Happy till They Get It
There is Pleasure
In Doing their Work 24

24 Point

Per Font, \$30 net

THE PANAMA CANAL
Will Soon be Open to the World
Rushing to Completion
San Francisco Exposition '15

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1030

18 Point

Per Font, \$30 net

LEADING STRENUOUS LIFE
He Who Would Make Money These Days
Must be on the Job all the Time
The Universal Stops Many Little Leaks

14 Point

Per Font, \$30 net

MANNERS ADORN KNOWLEDGE
And Smooth its Way Through the World. Like a
Great Rough Diamond, it May Do Very
Well in a Closet by Way of Curiosity, \$9876

12 Point

Per Font, \$30 net

USED ALL OVER THE UNITED STATES
Progressive Printers in Every Community are Installing the
Universal Type-Maker. It has Become a Necessity
In Every Modern Printshop. The Fact that a Printshop
Has a Universal Stamps it as Modern

10 Point

Per Font, \$30 net

THE UNIVERSAL OCCUPIES LITTLE SPACE
It Will Fit into Any Odd Corner and Does Not Require Alterations
in the Shop to Accommodate It. This is but One of its
Many Advantages. The Others are Manifold and Obvious, and
It Will Make Good Most Convincingly \$12345

8 Point

Per Font, \$30 net

THE INVENTORS AND DESIGNERS OF THE UNIVERSAL
Have a Thorough Knowledge of the Art of Type-founding and the Requirements of
Modern Printing-offices, both Great and Small. This Knowledge
Becomes Yours When You Install The Universal. There are Many Things
Essential to Modern Equipment, and This is Most Vital

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1033

36 Point

Per Font, \$30 net

*GREAT DEMAND
for Work-Loving Boys.
An Opportunity \$1234*

30 Point

Per Font, \$30 net

*UNIVERSAL FACES
Big Aids in Maintaining a
Constant Standard
of Excellence \$1234567890*

24 Point

Per Font, \$30 net

*COMPETITORS FORCE
Price of Doughnuts Down to 5c.
Panic Averted; Vicious
Intentions Uncovered \$123456789*

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1033

18 Point

Per Font, \$30 net

*A BRIGHT LAD CAN OPERATE
This Machine Without Preliminary Training,
Provided Our Instruction Book is Assiduously
Studied and the Details Mastered
One Depends upon the Other. \$1234567890*

12 Point

Per Font, \$30 net

*MACHINE IS PERFECT IN CONSTRUCTION
Many Favorable Comments on the Mechanical Excellence of the
Universal Type-Making Machine. Keen-eyed Experts Use the
X-Rays to Hunt Flaws but Their Zeal Meets
with Dismal Failure. Quick to See Their Errors, They Gladly
Laud the Peer of Type-makers. £ \$1,234,567,890*

10 Point

Per Font, \$30 net

*WHEN A BUSY PRINTER FINDS HIS CASES LOW
He Is Fortunate if He Possesses a Universal Type-Making Machine to
Enable Him to Immediately Replenish the Supply. Waiting, for Days
at a Time, for Necessary Sorts to Come from a
Type Foundry, Frequently Means Lost Jobs in Addition to Lost Time.
The Universal Makes Possible the Production of Special Characters and
Sorts in Unlimited Quantity. Selah. £ \$1,234,567,890*

8 Point

Per Font, \$30 net

*SUCCESSFUL PRINTING OFFICES DECLARE LARGE DIVIDENDS
That, at Least, is the Popular Belief. One of the Great Factors in the Achievement
of This Success Is the Prompt Supplying of Necessary Material for Hurry-Up Work.
The Universal Type-Maker Is an Important Element of This Factor. Its Installation
Assures a Never-failing Supply of NEW Material, Always
Jobs That Run Heavily on Particular Characters Have no Terrors for the Printshop
Possessing This Versatile Machine. Invaluable to Newspaper and Job Offices Alike.
Up-to-Date Faces Always Available; also Old Standards. \$1234567890*

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1031

36 Point

Per Font, \$30 net

EASY TO OPERATE
Universal Type-Maker Earns
No Special Skill Needed

30 Point

Per Font, \$30 net

QUALITY CONSIDERED
Higher Ideals Are Strengthened
Most Valuable Series
Modern Printing Material

24 Point

Per Font, \$30 net

THE TRAMP PRINTER'S TRIP
Thrilling All-night Ride on the Trucks
Bumping the Bumps Awful
Never no More, Not for \$12345690

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1031

18 Point

Per Font, \$30 net

POETRY, MUSIC, SOUL'S DELIGHT
Cheerful, Critical Customers Constantly Charmed
Most Harmonious Results Obtained
Craftsmen Consider Condensed Complete

14 Point

Per Font, \$30 net

HOW TO MAKE MONEY RUNNING AN EGG-FARM
Teach Your Chickens to Lay Eggs When They Are Selling at
Sixty Cents a Dozen and to Rest When They Bring
Only Twelve. Roosting High Will Elevate Their Minds

12 Point

Per Font, \$30 net

DIVINE IN HOOKAHS, GLORIOUS IN A PIPE
When Tipped With Amber, Mellow, Rich and Ripe; Like Other Charmers,
Wooing the Caress; More Dazzling When Daring in Full
Dress; Yet Thy True Lovers More Admire by Far Thy Naked Beauties—
Give Me a Cigar!—Byron, The Island, canto ii

10 Point

Per Font, \$30 net

HE WROTE POEMS AND THEREBY RELIEVED HIS MIND
When a Man's Grief or Passion is at this Point, it May be Loud, but it is Not
Very Severe. When a Gentleman is Cudgeling His Brain to
Find Any Rhyme for Sorrow, Besides Borrow or Tomorrow, His Woes Are Nearer
At An End Than He Thinks.—Thackeray

8 Point

Per Font, \$30 net

TRUE EASE IN WRITING COMES FROM ART, NOT CHANCE, AS THOSE MOVE
Easiest Who Have Learned to Dance. 'Tis Not Enough No Harshness Gives Offense; the Sound Must
Seem an Echo to the Sense. Soft is the Strain When Zephyr Gently Blows; but When
Loud surges lash the sounding shore, the hoarse, rough verse should like the torrent roar. When Ajax
strives some rock's vast weight to throw, the line, too, labors, and the words move slow.—Pope.

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1032

36 Point

Per Font, \$30 net

HEAVY TYPE
Attractive 123456

30 Point

Per Font, \$30 net

DURABLE FACES
Useful for Bold Display
in Jobs £\$4567890

24 Point

Per Font, \$30 net

FRIEND TO PRINTERS
The Universal Type-Maker Is a
Live Wire. Zip! 12345678

18 Point

Per Font, \$30 net

A DAY'S WORK WELL DONE
Merits Repose. Sleep on, Then, Macduff!
Wake with the Early Bird 123456

12 Point

Per Font, \$30 net

THIS IS A GOOD SERIES OF BOLD TYPE
Splendid for Publicity Seekers. Advertisements Set in This
Type Justly Acquire Prominence £\$1234567890

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 2108

18 Point

Per Font, \$30 net

THE GREAT WHITE WAY
Steamships Will Sail the Lakes
\$1234567890

12 Point

Per Font, \$30 net

GOOD PRINTERS HAVE GOOD IDEAS
And the Printers Co-operative Type Founders'
Company can help to carry out
These ideas if wanted. Get busy and find
Out. Ask the Company how it's done

10 Point

Per Font, \$30 net

WE ARE THE PEOPLE THAT WISH THE
Printing trade more profitable. Our plan is to have the
Co-operation of the printers, and
Those who co-operate with us will find that
It will inure to their benefit

8 Point

Per Font, \$30 net

OUR AMBITION IS TO GAIN A WORLD-WIDE REPUTATION
For accurate products and supply any quantity or style of type without any
Inconvenience, and afford opportunities which
The printer never had. With this point in view we are
Meeting with the greatest kind of success

6 Point

Per Font, \$30 net

WE HAVE VERY LITTLE DESIRE TO DESTROY
Business by any wonderful invention, whose greatest merits lie in the paper on which
They are printed, but propose to show that the present-day
Machines are, with a few exceptions, of the best construction for this class of
Work. With the simplified system of manufacturing and production
We can save the printer on the first cost of type and pay him a big dividend

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1020

36 Point

Per Font, \$30 net

GRAND FACT An Artistic Effect Lost River Nearest Roads

30 Point

Per Font, \$30 net

MORE ORDERS For Modern Printers \$1234567890 Delays Now Avoided

24 Point

Per Font, \$30 net

ADVERTISEMENTS Clean, Clear and Attractive Most Perfect Type Ready Instantly for Use

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1020

18 Point

Per Font, \$30 net

**PRINTER IS INTERESTED
Economical and Modern Methods
Will Improve Printing
Opportunities Are Plentiful**

14 Point

Per Font, \$30 net

**KEEP AN UNLIMITED AMOUNT OF
Material on Hand and You Will Soon Save
The Cost of the Universal
Besides Adding to Your Efficiency**

12 Point

Per Font, \$30 net

**A GREAT IMPROVEMENT IN BUSINESS
Will Naturally Result from the Use of The Universal
“Plow Deep While Sluggards Sleep; and You Shall
Have Corn to Sell and to Keep”**

10 Point

Per Font, \$30 net

**“SOME MEN WASTE A THIRD OF LIFE LAMENTING
Their Luck, and Another Third in Getting Up Enough Energy to
Try to Mend Their Luck.” Your Success Will Not Be a Question
of Luck if You Are Wise and Buy a Universal**

8 Point

Per Font, \$30 net

**“THERE ARE TWO SORTS OF PEOPLE IN THE WORLD WHO
With equal Degrees of Health & Wealth, and the other Comforts of Life,
become, the one happy, and the other miserable. This arises very much from
the different VIEWS in which they consider things”**

6 Point

Per Font, \$30 net

**“IN WHATEVER SITUATION MEN CAN BE PLAC'D, THEY MAY FIND
Conveniences and Inconveniences; In whatever Company, they may find Persons and Conversa-
tions more or less pleasing; At whatever Table, they may meet with Meat & Drinks of better and
worse Taste; In whatever Climate, they will find good and bad Weather”**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1024

36 Point

Per Font, \$30 net

***CRESCENTS
Neat Sloping Type
Handsome 1024
Fine for Display***

30 Point

Per Font, \$30 net

***DESERT OASES
Weary Traveler's Joy
Lives Renewed
Waving Palms, Water***

24 Point

Per Font, \$30 net

***DOMINATING IDEAS
Economy, Speed, Comfort
\$1234567890
Universal Type-Maker***

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1024

18 Point

Per Font, \$30 net

PERFECT ITALIC TYPE
Adds to an Artistic Printer's Work
Universal Type-Maker
Lightens Printers' Burdens

14 Point

Per Font, \$30 net

TRADE DEMANDS UNIQUE FACES
Some Styles Always Popular With the Craft
Beautiful and Graceful Type
Lends Itself to All Sorts of Display

12 Point

Per Font, \$30 net

CAREFULLY SELECTED NEW MATERIAL
Will Be Appreciated by Those Whose Work You Do
Persons Who Buy Printing Are Choicy
Universal Meets Demands of the Most Captious

10 Point

Per Font, \$30 net

TO TRAIN CITIZENS IS NOT THE WORK OF A DAY
Immigration One of the Serious Problems Confronting this Country
What Shall Be Done With the Hordes Coming Over
This Country Now a Vast Melting-Pot for Remolding Humanity

8 Point

Per Font, \$30 net

CHEERFULNESS KEEPS A KIND OF DAYLIGHT IN THE MIND
Nothing Will Conduce so Much to a Printer's Cheerfulness as Feeling that
He is Prepared for All Emergencies Arising in His Shop
The Universal is the Machine Which Will Give This Feeling

6 Point

Per Font, \$30 net

THE LANGUAGE OF THE UNKNOWN IS OFTEN TAKEN FOR THE MAGNIFICENT
But There Is No Reason for the Use of this Brand of Language in Speaking of The Universal
Simple, Direct Language is the Most Convincing Argument Possible
In Fact, the Many Deeds of The Universal Speak Louder than Words Ever Did or Will

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1021

36 Point

Per Font, \$30 net

ADVERTISEMENTS
Very Unique Attraction
Deep Pacific Ocean

30 Point

Per Font, \$30 net

SKILFUL MECHANICS
Produce Extreme Efficiency
Demonstrate Economy

24 Point

Per Font, \$30 net

TIME, MONEY AND SPACE
Valuable Things in All Printshops
Saved by The Universal

18 Point

Per Font, \$30 net

QUEEN LUNA SAILS THE CLOUDS
Among, Now Lost, Now Seen in Brightness
Her Train of Stars Their Silent Song
Are Singing, Clad in Whiteness

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1021

14 Point

Per Font, \$30 net

THERE WAS A SOUND OF REVELRY BY
Night, and Belgium's Capital had Gathered Then Her
Beauty and Her Chivalry, and Bright
The Lamps Shone o'er Fair Women and Brave Men
\$1234567890&£ÆŒæœ

12 Point

Per Font, \$30 net

NOTHING CAN COVER HIS HIGH FAME BUT HEAVEN
No Pyramids Set Off His Memories, but the Eternal Substance of His
Greatness to Which I Leave Him.—Beaumont
Better than Fame is Still the Wish for Fame. The Glorious
Training for a Glorious Strife.—Lyttion

10 Point

Per Font, \$30 net

“SPEECH IS LIKE CLOTH OF ARRAS, OPENED AND PUT ABROAD,
Whereby the Imagery doth Appear in Figure; Whereas in Thoughts they lie as but in Packs.”
So Spake Old Plutarch in Writing of the Life of Themistocles
“Where Nature’s End of Language is Declined, and Men Talk Only to Conceal the Mind”
There is Nothing Either Good or Bad, but Thinking Makes It So

8 Point

Per Font, \$30 net

“SEE, WHAT A GRACE WAS SEATED ON THIS BROW; HYPERION’S
Curls; the Front of Jove Himself; an Eye Like Mars, to Threaten and Command; a Station
Like the Herald Mercury, New-lighted on a Heaven-kissing Hill; a
Combination, and a Form, Indeed, Where Every God did Seem to Set His Seal,
To Give the World Assurance of a Man.”—Shakespeare

6 Point

Per Font, \$30 net

“GREATNESS AND GOODNESS ARE NOT MEANS, BUT ENDS. HATH HE NOT ALWAYS TREASURES
Always Friends, the Good Great Man? Three Treasures, Love and Light and Calm Thoughts, Regular as Infant’s
Breath; and Three Firm Friends, More Sure than Day and Night, Himself,
His Maker, and the Angel Death.”—Coleridge
“Life’s But a Means Unto an End, that End, Beginning, Mean, and End to All Things, God.”—Bailey

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1022

36 Point

Per Font, \$30 net

OLD TYPE MADE OVER
Many Desirable Modern Faces

30 Point

Per Font, \$30 net

THE PROGRESSIVE PRINTER
Readily Perceives Its Usefulness \$579

24 Point

Per Font, \$30 net

UNIVERSAL TYPE-MAKER PRODUCES
Type Accurate and Durable in Quality \$98765

18 Point

Per Font, \$30 net

IN INSTALLING A PLANT THE PRINTER WILL
Save Greatly by Putting in a Universal Type-Maker Instead
of Buying Type, Borders, Etc. \$1234567890

14 Point

Per Font, \$30 net

THE CONVENiences OF BEING YOUR OWN FOUNDER ARE
Of Greater Importance Than the Direct Saving in the Cost of Type, Just
as the Convenience and Means of Setting \$12345678

12 Point

Per Font, \$30 net

THIS SERIES OF EXTRA-CONDENSED TYPE IS INDISPENSABLE BOTH
In Newspaper and Job Offices. It is Especially Useful for Headings, Either Single
or Double Columns, and for General Advertising Purposes

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1023

24 Point

Per Font, \$30 net

**ART DECLINES
Battered Type Hurts
Lose Trade \$56**

18 Point

Per Font, \$30 net

**THERE'S THE RUB!
Melancholy Hamlet Cries
Sad Soliloquy \$37.10**

14 Point

Per Font, \$30 net

**READY-MONEY RYDER
The Lion and the Mouse \$25
Shirley Rossmore Wins**

12 Point

Per Font, \$30 net

**IT WILL HELP THE PRINTER
Turning Old Type Into New Gives His
Product a Clean, Fresh Look**

10 Point

Per Font, \$30 net

**THE UNIVERSAL TYPE-MAKER IS SO
Organized that No Adjustments Require Skilled
Manipulation. Very Simple Indeed \$5646**

8 Point

Per Font, \$30 net

**THERE ARE THOUSANDS OF PRINTERS IN
This Country Who Have More or Less Old Type That
Has Long Since Become Worn Out \$12345678**

8 Point

Per Font, \$30 net

**AN EXTENDED LETTER IS A VERY CONVENIENT ONE
For Certain Kinds of Display, Both in Advertisements and Job
Work. It is Growing More Popular Every Day \$12345678**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 547

48 Point

Per Font, \$30 net

ATTRACT Advertisers

42 Point

Per Font, \$30 net

UNIVERSAL Trouble-Saver

36 Point

Per Font, \$30 net

CLEAR TITLE To Good Business

30 Point

Per Font, \$30 net

EFFICIENT WORK The Universal Feature

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 547

24 Point

Per Font, \$30 net

ECONOMY A FEATURE Of Universal Self-Evident

18 Point

Per Font, \$30 net

RECEIVING BEST RETURNS Produced by Universal Machine

14 Point

Per Font, \$30 net

ITS CONSTRUCTION VERY SIMPLE Makes Material that is Ever Satisfactory

12 Point

Per Font, \$30 net

CASTING YOUR SORTS TO PERFECTION Amazing to Know How Easily It Is Operated Universal Machine Produces Perfect Type

10 Point

Per Font, \$30 net

THE KEYSTONE OF SUCCESS IS EFFICIENCY The Universal Type-Maker Is the Highest Development of Efficiency in Every Up-to-Date Printshop

8 Point

Per Font, \$30 net

THE UNIVERSAL TYPE-MAKER WILL SUPPLY PRINTERS With Facilities for Making Unlimited Quantities of Type, Borders, Ornaments, etc. Full Cases Make Type-setting Easy

6 Point

Per Font, \$30 net

ECONOMICAL METHODS MAKE THE PRINTER MORE PROSPEROUS The Universal Type-Maker Affords Opportunity for the Development of New Ideas Defaced, Worn-out Type Easily Turned Into Very Profitable Material

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 543

48 Point

Per Font, \$30 net

**SOCIALISTIC
Theories \$123,456**

42 Point

Per Font, \$30 net

**UNIVERSALISTS
Printers Will Make \$**

36 Point

Per Font, \$30 net

**PROBLEM NOT HARD
Solved by the Universal**

30 Point

Per Font, \$30 net

**NEW TYPE FOR EACH JOB
Cases full of Quads and Spaces**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 543

24 Point

Per Font, \$30 net

A TYPE-FOUNDRY IN THE SHOP
Is better than two in the next block

18 Point

Per Font, \$30 net

PROGRESSIVE PRINTERS DEMAND BEST
Good points of Universal type stand out clearly
and demonstrate its great value

14 Point

Per Font, \$30 net

UNIVERSAL TYPE HAS PERFECT ALIGNMENT
Only one of the many pleasing features of this material
There is quality and accuracy in every detail

12 Point

Per Font, \$30 net

ADVERTISERS PLEASED AND WARMLY RECOMMEND IT
Many different series of desirable new display type offered for each
The Universal makes material that will satisfy printers

10 Point

Per Font, \$30 net

THE SECRET OF SUCCESS IS CONSTANCY OF PURPOSE
The Universal meets standards of foundry accuracy and produces material
abundantly. It is a necessity in every modern printing-office.
Makes accurate type of any face that is required

8 Point

Per Font, \$30 net

DRYDEN IS READ WITH ASTONISHMENT; POPE WITH PERPETUAL DELIGHT
A manufacturer of shoes has but an academic interest in the piano industry, but both the
shoemaker and the piano man are vitally interested in the printing art. So it is with every
other branch of industry and art. He who called printing the "Art Preservative"
was wise, and saw visions of how everything would be dependent upon printing

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 546

24 Point

Per Font, \$30 net

**STRONG MEN
Contest for Fame**

18 Point

Per Font, \$30 net

**HUSTLE & PUSH
Progressive Printers**

14 Point

Per Font, \$30 net

**EXTENDED LETTERS
For Certain Kinds of Display**

12 Point

Per Font, \$30 net

**NUMEROUS ADVANTAGES
Accrue to Wide-awake Printers**

10 Point

Per Font, \$30 net

**THE UNIVERSAL TYPE-MAKER
Very Economical Feature for Printers**

8 Point

Per Font, \$30 net

**THOUSANDS OF PRINTERS EVERYWHERE
Carrying a Dead Load of Useless, Worn-out Type**

6 Point

Per Font, \$30 net

**UNIVERSAL WILL CONVERT IT INTO NEW TYPE
Increasing the Facilities of the Office in a Marked Degree**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1065

36 Point

Per Font, \$30 net

**LOUIS WILL
Market \$1,234**

30 Point

Per Font, \$30 net

**IT'S ECONOMY
Progress 134567**

24 Point

Per Font, \$30 net

**YOU OWN METAL
Make Type! ← 123,890**

18 Point

Per Font, \$30 net

**PRINTERS WILL DINE
On Grabs and Godfish. 1234**

12 Point

Per Font, \$30 net

**COLUMBUS DISCOVERED LAND
But Had no Idea of the Importance of
His Discovery \$1,234,567,890**

10 Point

Per Font, \$30 net

**LOWER PRICES FOR BUILDING LOTS
Columbus Was America's First Real Estate
Dealer. Market Dull. \$1,234,560**

8 Point

Per Font, \$30 net

**NO FIFTY DOLLARS A FRONT FOOT IN HIS TIME
What a Bonanza for a Man with a Perpetual Lease on Life
A Fanciful Suggestion ← & £ ← \$1,234,567,890**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1085

36 Point

Per Font, \$30 net

**HEARTS OF OAK
Old-Style Statesmen
Elevate Humanity
Increase of Happiness**

24 Point

Per Font, \$30 net

**ENCOURAGING START
Helps To A Satisfactory End
“An Egg Today is Better
Than a Hen Tomorrow”**

18 Point

Per Font, \$30 net

**ALWAYS BUY THERMOMETERS
In Cold Weather—When They Are Down
Emerson says, “The Only Trustworthy
Weather Prognostic is that
A Warm Day is a Sign of Colder Weather”**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



SERIES No. 1085

14 Point

Per Font, \$30 net

**DO NOT BE A TAIL-ENDER. SOME
Men are Always Just Far Enough Behind to See
Many Opportunities Go to Waste. One Must Keep**

**Well Toward the Head of the Line
Moral: Get at the Head. Install a Universal**

12 Point

Per Font, \$30 net

**VERY USEFUL MACHINE FOR PRINTERS
Is the Universal Type-Maker. With it They Can Make Un-
limited Supplies of Type, Borders, Ornaments, Quads, etc.**

**Absolutely Independent of the Type-Foundry
What an Ideal Condition this is for Modern Offices**

10 Point

Per Font, \$30 net

**SOME PRINTERS MORE SUCCESSFUL THAN OTHERS
The Reason is Not Hard to Find. The Successful One is He Who Takes
Advantage of Everything Which Conduces to Better Output, Ease of Pro-
duction and Up-to-Date Methods. The Universal Type-Maker
Is a Greater Factor in the Printer's Success than Any Other One Thing**

8 Point

Per Font, \$30 net

**THE COUNTRY NOW ENJOYS THE BENEFITS OF PARCEL POST
The Greatest Improvement Ever Made in the Postal Service of the United States
Combined With the Rural Free Delivery It Will Prove a Blessing to the Farmers
Impossible for the Express Companies to Compete With This Service
Concerted and Persistent Action by the Farmers Forced Congress to Pass the Law**

6 Point

Per Font, \$30 net

**THE ADVANTAGES OF THE UNIVERSAL TYPE-MAKER ARE SO MANY
That it is Impossible to Enumerate Them Here, no Matter How Hard We Try. The Most Convincing
Argument We Can Use is to Suggest the Installing a Machine in Your Shop. We Are Sure
that After a Trial You Would not Part with it for Many Times its Cost.
You Can Prove This by Getting Into Touch with Printers Who Use This Machine. They'll Show You**



UNIVERSAL TYPE-MAKER



SERIES No. 1064

36 Point

Per Font, \$30 net

**PLATFORMS
Fearlessly Considered
Issues Discussed**

30 Point

Per Font, \$30 net

**DISAPPOINTED
Candidates Not Dismayed
Hopeful of the Future**

24 Point

Per Font, \$30 net

**EXTREMELY EASY
To Operate This New Machine
One of Its Features**

18 Point

Per Font, \$30 net

**CLEAR, CLEAN-CUT TYPE
Necessary in All Good Advertising Matter
Appeals to Those Who Know**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1064

14 Point

Per Font, \$30 net

MANY MEN OF MANY MINDS
All Are Needed in the World's Many Activities
Multiplicity of Ideas Necessary
No One Man Could Possibly Fill all Places

12 Point

Per Font, \$30 net

MODERN METHODS MEAN MONEY
The Universal Type-Maker is the Most Modern of Methods
Good Printshops Cannot Do Without
This Combination of Economy and Convenience

10 Point

Per Font, \$30 net

BEAUTY AND CHARM OF CLEAN-CUT TYPE
Is Exemplified in All the Products of the Universal Type-Making Machine
Adds a Touch of Refinement to All Printed Matter
This is What Appeals to the Discriminating Buyer of Printing

8 Point

Per Font, \$30 net

CLEAN-CUT MATRICES A FEATURE OF THE UNIVERSAL
We Remain Shackled With Timidity Till We Have Learned to Speak With Propriety
The Shackles are Completely Off When We Speak of the Universal
The Most Attractive Class of People are Those Who are Powerful Obliquely
And not by the Direct Stroke; Men of Genius, but Not Yet Accredited

6 Point

Per Font, \$30 net

JOB FACES ARE OFTEN USED AS BODY TYPE IN HIGH-GRADE WORK
Opportunities are Equal, but the Ability to Grasp, Appreciate, and Develop Them Varies With the Individual
Opportunity Knocks, But Only to Tell Us to Get Out and Hustle
Human Life is Made up of the Two Elements, Power and Form, and the Proportion must be
Invariably Kept, if We would have it Sweet and Sound

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 45

36 Point

Per Font, \$30 net

BE SINCERE
Spread Sunlight
Philistines
Don't Knock

30 Point

Per Font, \$30 net

TYPE-MAKING
Most Convenient to
The Printer
Plenty of Type \$10

24 Point

Per Font, \$30 net

EACH MACHINE
Is Fully Tested Before
Leaving factory
Universal Perfect 296

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 45

18 Point

Per Font, \$30 net

MANY KNOWN FACTS
You Leave Competitors Behind
Universal Type-Maker
Always in Advanec 1234

14 Point

Per Font, \$30 net

PREVENTS MANY MISHAPS
Will Mean Larger Profits to the Printer
Reliable in every respect
The Universal Type-Maker 987

12 Point

Per Font, \$30 net

NEW METHODS BROUGHT TO LIGHT
Old systems cast aside for up-to-date advantages
Secure the material that gives results
The Universal Type-Maker Satisfies All 4

10 Point

Per Font, \$30 net

SELECTING THE BEST MACHINE WILL BE
Advantageous in many ways for producing business
Universal Type-Maker the real thing
It is the Most Profitable Machine in Use \$1234

8 Point

Per Font, \$30 net

NEVER WAS A MORE SIMPLE MACHINE PRODUCED
Than the ever-popular and always-reliable Universal Type-Maker
It overcomes obstacles in the composing-room
Printing Trade Advancing Since its Introduction \$123456

6 Point

Per Font, \$30 net

NO DISASTROUS AND TROUBLESOME DELAYS EXPERIENCED
The Universal Type-Maker is original in every particular, and has come to stay
Printers take advantage of a good thing when it is perceptible
It Will Save Time and Labor, and Will Avoid Many Inconveniences

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

NR

UNIVERSAL TYPE-MAKER

NR

SERIES No. 600

36 Point

Per Font, \$30 net

PROMINENCE
Speedily Acquired
and Sustained
“\$1234567890”  

30 Point

Per Font, \$30 net

A STRONG FACE
Distinctive and Valuable
Patrons of Printing
To Statesmen  **3456789**

24 Point

Per Font, \$30 net

THE COUNTRYSIDE
Noted for Its Scenic Beauty
The Ideal Rest-House
Come and See  **\$123456789**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 600

18 Point

Per Font, \$30 net

LIVE IN GOD'S OUTDOORS
As Much as Your Duties Will Permit
It's Worth Fortunes to You
Stop Pills and Tonics & \$1234567890

14 Point

Per Font, \$30 net

GET THE UNIVERSAL HABIT NOW
What's the Use Putting It Off? Think of All
the Money, Time and Labor Saved!
£ & To The Dr. and the & of \$1,234,567,890"

12 Point

Per Font, \$30 net

THE USE OF SPARE TIME QUALIFIES
Man for Higher Things, and the Right Use of Paid-for
Time Will Place a Man Farther Up the
Ladder of Success. Where Is Your Ambition, Friend?
Dr. To & and The the & of \$123456789

10 Point

Per Font, \$30 net

UNIVERSAL TYPE-MAKER IS SURE WINNER
Competitive Trials Demonstrate Paramount Excellence of This
Machine, Proving, Furthermore, That It Is the
Type-Maker to Be Depended Upon at Crucial Moments. Makes
This Useful Series. Many More 123456

8 Point

Per Font, \$30 net

BEAUTY IS NOW AND ALWAYS A VALUABLE CITY ASSET
A City with Convenient Streets and Recreation Parks, with Refined, Dignified
Buildings and Graceful Statuary, All Combined in One
Harmonious Composition, Becomes a City Useful, Practical, Attractive and
Healthful. A Consummation Worth Striving After
At the Same Time, Such a City Becomes a Great Financial Resource

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

NR

UNIVERSAL TYPE-MAKER

NR**SERIES No. 1040****36 Point****Per Font, \$30 net**

**GOLD BOND
Supplies Bread
Save Time
Will Please 7**

30 Point**Per Font, \$30 net**

**NEW IDEALS
Advance of Trade
Ute Indians
More Restless 8**

24 Point**Per Font, \$30 net**

**GOOD PRINTERS
Making Their Material
Costs Less Than
Old Methods \$960**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1040

18 Point

Per Font, \$30 net

TIME IS NEVER LOST
Casting sorts is simple work
Universal Machine
Ready Instantly For \$98

14 Point

Per Font, \$30 net

MEETS TRADE DEMANDS
Always popular with the printer
Makes perfect new type
Picking Sorts Never Pays \$76

12 Point

Per Font, \$30 net

NEVER RUN SHORT OF SORTS
Supplies you need are readily produced
The Universal Type-Maker
Avoids the Trouble of Ordering \$54

10 Point

Per Font, \$30 net

ITS PRODUCT IS VERY DESIRABLE
Is equal in every essential to foundry type
Will give satisfactory results
The Universal Type-Maker Makes Good

8 Point

Per Font, \$30 net

SIMPLE IN DESIGN AND CONSTRUCTION
Covers a new field of usefulness in the printing trade
The Universal Type-Maker Makes Good
Skilled Manipulation not Necessary \$1234567890

6 Point

Per Font, \$30 net

WILL IMPROVE THE CONDITION OF YOUR WORK
Saves the printer heavy middle prices by producing the type
That is necessary to conduct his business
This Machine is Meeting with Universal Approval

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

NR

UNIVERSAL TYPE-MAKER

NR

SERIES No. 1041

36 Point

Per Font, \$30 net

ROLLING STONE Brand-new Type Faces Making friends Sorts Always on 9

30 Point

Per Font, \$30 net

CAST YOUR SORTS Always Have New Type for Each Job Produced Finished Work Clean

24 Point

Per Font, \$30 net

NEW DESIRED DESIGNS Simply by Casting Sorts Needed Will Prove Profitable Universal Type-Maker 87

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1041

18 Point

Per Font, \$30 net

ANY PRINTER USING ONE OF
These machines will be in a position to
Rapidly produce good work
Will Supply any Quantity \$1234

14 Point

Per Font, \$30 net

IT OFTEN OCCURS THAT A FEW
Type characters are necessary to complete a job
The Universal Type-Maker Supplies
Just What is Wanted Without Delay \$1234567890

12 Point

Per Font, \$30 net

THE EXPENSE WHICH EVERY PUBLISHER
Constantly submits to, because of his inability to buy
Type to meet all conditions, is enormous
The Universal Type-Maker is Inexpensive \$1234567890

10 Point

Per Font, \$30 net

IT IS NECESSARY TO CARRY ON HAND AN ALMOST
Incredible quantity of movable type. To give the printer the
Means of doing this without much expense
The Universal Type-Maker Has Been Provided \$1234567890

8 Point

Per Font, \$30 net

THE INCONVENIENCES THAT HAVE BEEN EXPERIENCED IN THE
Art of printing in the past have been overcome by the introduction of the
Universal Type-Maker. Always have new type and in
Such Quantities as May be Required for any Amount of Work 1234

6 Point

Per Font, \$30 net

THE UNIVERSAL TYPE-MAKER WILL GIVE PRINTERS FACILITIES TO HAVE
Modern type faces constantly on hand at a nominal cost, and also furnish them the means
Of supplying themselves with the special characters that they require
Never Get Left at the Post. This Face is Useful for Advertisements \$1234567

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 44

36 Point

Per Font, \$30 net

**COMMANDS
Quick Attention
Secures Results
Fine! 123456789**

30 Point

Per Font, \$30 net

**STURDY BOYS
Will Be Strong Men
Habits Tell Future
Watch \$1234567890**

24 Point

Per Font, \$30 net

**IS HANDICAPPED
This Must Be Said of a
Printer Not Having the
Universal \$1234567890**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 44

18 Point

**PUBLIC PARKS OPEN
Band Plays Rag-time and Boys
& Girls Turkey-trot. Matronly
Ladies Shocked \$1,234,567,890**

Per Font, \$30 net

14 Point

**ANIMALS RUN WILD IN ASIA
Shot from Ambush at Fearful Danger
to Human Life. Powder & Bullets Cost
More Than at Any Other Period Since
History Began ☠ ♣ ?.,;:=! \$1234567890**

Per Font, \$30 net

12 Point

**SPLENDID OPPORTUNITIES GIVEN
Chance of a Lifetime for the Wide-Awake &
Progressive Printer. Universal Type-Makers
Eliminate the Sorts Problem and Forestall the
Gray Hairs and Wrinkles ☠ ☠ \$1,234,567,890**

Per Font, \$30 net

10 Point

**PRINTERS REALIZE ITS USEFULNESS
Which Possibly Accounts for Some of the Acclaim
with Which the Universal Type-Making Machine
Has Been Received. A Trial Will Convince Those
Who Incline to Skepticism. Are You a Doubting
Thomas or a Joyful Booster? Which? \$1234567890**

Per Font, \$30 net

8 Point

**THERE NEVER WAS A TYPE FONT PURCHASED
That Didn't Need, Sooner or Later, Some Additions in the Form
of Sorts. To Get Away from the Inconvenience and Loss of Time
That Are Frequently Associated with the Ordering of Sorts, Many
Up-to-Date Printshops Are Installing the Universal Type-Making
Machine. This Saves Time and Money; Makes Type 123456789**

Per Font, \$30 net

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 144

36 Point

Per Font, \$30 net

**NEAR & DEAR
Economical Printers
All Modern Methods**

30 Point

Per Font, \$30 net

**AN ENTERPRISING
Concern of High Standing
Close Associations**

24 Point

Per Font, \$30 net

**PROMOTER OF TRADE
All Exigencies of Business
Thoroughly Provided For**

18 Point

Per Font, \$30 net

**PERFECTION GUARANTEED
Prosperous Printers Prevent Panics
and Proclaim Peace to all the People
Panacea for Peanut Politics**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 144

14 Point

Per Font, \$30 net

GAINING PROFIT FOR THE PRINTER
New Type Made from Contents of the Hell Box
Makes Modern Type of Best Grade
Gives Complete Satisfaction at All Times
Economical Device for Printshops
The Universal is Making Good in Every Way

12 Point

Per Font, \$30 net

THE UNIVERSAL WILL PLEASE THE PRINTER
It is, Without Question, the Greatest Boon to the Printer
Ever Offered. It Makes Him Independent
of the Type-Foundry and Removes Most of
His Troubles, which Vanish Like Smoke
Universal is the Acme of Practicability and Economy

10 Point

Per Font, \$30 net

INCREASING TRADE DEMANDING THE UNIVERSAL
Any Printer Having This Machine in His Plant Can Increase His
Regular Trade and Reach Out for New Trade
Such as He Was Never Able to Command Before
His Resources will be Unlimited and He will
Be up in the Band-Wagon, Envied by His Competitors

8 Point

Per Font, \$30 net

ENTERPRISING PRINTERS ARE ADVANCING THEIR BUSINESS
There Never Has Been Such a Distinct Advance in the Art and Trade of Printing
as That which Has Been Made by the Universal Type-Maker. It
Has Completely Revolutionized the Methods of Equipping Printshops
The Printer with The Universal Type-Maker is without Doubt
Master of the Situation at all Times, and can Command the Best Business

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1133

36 Point

Per Font, \$30 net

RARE GEMS Worn by Printer Universal Large Ideas 3

30 Point

Per Font, \$30 net

BIG INCREASE Assorted New Type Daily Record Printers Prosper

24 Point

Per Font \$30 net

THE CHARACTER Of Universal's Product Highest Quality Without an Equal

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1133

18 Point

Per Font, \$30 net

**EASY TO CAST SORTS
Without Any Loss of Time
Raises Efficiency
\$1234567890**

14 Point

Per Font, \$30 net

**THE UNIVERSAL PUTS THE
Type-Foundry Under your Own Roof and
Saves Labor and Expense
Takes but Very Little Room.**

12 Point

Per Font, \$30 net

**LATEST STYLES NOW DEMANDED
Fashions in Printing are Changeable. Printers
Must Keep Their Type Fully
Up-to-date to Command Their Trade**

10 Point

Per Font, \$30 net

**THE UNIVERSAL IS EASY TO OPERATE
The Average Handy Man in Every Printshop Easily
Learns to Run it. There are Few Details
To Master, and its Construction is Very Simple**

8 Point

Per Font, \$30 net

**A MAN CANNOT SPEAK BUT HE JUDGES HIMSELF
With his Will, or Against his Will, he Draws his Portrait to the Eye of
His Companions by Every Word. Every Opinion Reacts
On Him Who Utters it, Like a Threadball Thrown at a Mark**

6 Point

Per Font, \$30 net

**A MAN PASSES FOR WHAT HE IS WORTH. VERY IDLE IS ALL
Curiosity Concerning Other People's Estimate of Us, and Idle is all Fear of
Remaining Unknown. If a Man Knows that he can do Anything
Better than Anyone else, he has a Pledge of the Acknowledgment of that Fact**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1092

36 Point

Per Font, \$30 net

**GREAT ECONOMY
Casts Many Sorts of Sorts
The Universal
Does the Business**

30 Point

Per Font, \$30 net

**BEGIN RIGHT SYSTEM
Discard Antiquated Methods
Lots of \$1234567
Universal Type-Maker**

24 Point

Per Font, \$30 net

**ATTACHMENTS ARE SIMPLE
Any Good All-round Man Can Run It
There are no Complicated
Parts Which Require Experts**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1092

18 Point

Per Font, \$30 net

**PRINTERS SEE A BRIGHT FUTURE
The Universal has Opened Up Great Possibilities
Shop Management Much Simplified
Great Advancement in the Art of Printing**

14 Point

Per Font, \$30 net

**NECESSITY THE MOTHER OF INVENTION
That is Why The Great Universal Type-Maker Was Born
Most Wonderful Invention of Modern Times
Same Class as Electrical Appliances, Wireless
Telegraphy, and Others of this Age**

12 Point

Per Font, \$30 net

**THE UNIVERSAL INCREASES BUSINESS ACTIVITIES
Generally Accepted as a Most Profitable Acquisition to the Trade
Printers Realize Advantage of Having New Type
No Advantage in Having Shopful of Worn-out Material
Satisfactorily Overcomes Such Conditions**

10 Point

Per Font, \$30 net

**THE UNIVERSAL TYPE-MAKER IS SIMPLE IN CONSTRUCTION
It is the Means of Attracting the Work that is Now Going to the Other Fellow
Lots of Type in Latest Styles in any Quantity Necessary
Type-setting is not as Vexatious to the Printer as it Used to Be
Recasting Worn-out Type Saves Many \$1234567890**

8 Point

Per Font, \$30 net

**KEEP UP WITH THE TIMES AND ALWAYS BE AHEAD OF COMPETITORS
Install One of These Simple Machines and You Can Execute Any Kind of Work With Exactness
The Universal Type-Making Machine Winning the Praise of the Printer
Produces New Type When Desired Without Experiencing Any Inconvenience
What Comfort and Satisfaction there is Now in the Printshop**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

NR

UNIVERSAL TYPE-MAKER

NR

SERIES No. 1126

36 Point

Per Font, \$30 net

REFERENDUM
Instinctively Followed
Good Times Here

30 Point

Per Font, \$30 net

KEEN & CUTTER
Quick Workers do Hustle
Sharp Tricks £1234

24 Point

Per Font, \$30 net

BRINGS PROSPERITY
Ideal Conditions Now Are a Fact
Peace and Plenty 123

18 Point

Per Font, \$30 net

GREAT AMERICAN FRUITS
Apples, Pears, Peaches, Plums, Grapes, etc.
Luscious and Juicy \$12345

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1126

14 Point

Per Font, \$30 net

MOST SUPERABUNDANT HARVESTS
Are the Solid Foundation of the World's Prosperity
Millions of Bushels of All Kinds of Grain
Inexhaustible Supplies of Fruit
Make the Dear People Happy and Contented

12 Point

Per Font, \$30 net

ECONOMY IS A LEADING CHARACTERISTIC
In the Administration of a Printshop Using the Universal Machine
Forcibly Strikes at the Root of the Greatest Expense
Resulting in Greater and Surer Profits
All these Are Worth Striving for as they Make Many \$\$

10 Point

Per Font, \$30 net

GOOD PRINTERS ALWAYS SATISFY CUSTOMERS
The Universal Type-Maker is an Important Factor in that Satisfaction
There is Joy in Running a Printshop with Plenty of Type
Just Think What Fun it is Never to be Out of Sorts
Now The Universal Fits into the Scheme Most Economically

8 Point

Per Font, \$30 net

NOTHING STANDS IN THE WAY OF THE PRODUCTION OF GOOD
Work so Seriously as old Worn-out Type. With the Universal Type-Maker at Your Disposal This
Condition Need Never Bother You, for, with it, Barrelsfuls of Type of Every Kind,
from the Largest to the Smallest, Can Easily be Made, and Cases Can
Always be Kept Full. This is Ideal for the Cases, but not for the Printerman

6 Point

Per Font, \$30 net

THE GREAT ADVANTAGE OF THE UNIVERSAL TYPE-MAKER IS ITS ECONOMY
This is Demonstrated in Many Ways, for, Not Only is it Economical in Operation, but it Conduces to Economy
In Every Direction in the Printshop. The Great Amount of Money and Nervous Energy Wasted
By the Ordinary Printer, by Reason of His Type Supply Being Limited,
Is Incalculable. All This is Saved by This Machine, and it Yields Big Dividends

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 3000

36 Point

Per Font, \$30 net

UNIQUENESS
IS MUCH DESIRED
By Many Advertisers
■-£625-\$3,470-?

30 Point

Per Font, \$30 net

A MONEY-MAKER
That's the Other Name of
The Universal Type-Maker
Let Us Show You by \$

24 Point

Per Font, \$30 net

BOLD NAZZAN QUILTS
His Caravan, a Hazy Mountain
Grot to Scan, Climbs Jaggy Rocks
To Spy His Way

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 3000

18 Point

Per Font, \$30 net

UNIQUE FACES FOR DISPLAY
Distinctive Type for Distinctive Printers—**L—H**
Universal Type-Maker a Perfect Boon

14 Point

Per Font, \$30 net

PECULIAR POLITICAL PROGNOSTICATIONS
Be he ever so Radical or Conservative in Politics, the
Printer must be Progressive in his Business.

12 Point

Per Font, \$30 net

AN EXCELLENT BOOK IS LIKE A WELL-CHOSEN
and Well-tended Fruit Tree. Its Fruits Are Not of One Season
only. With the due and natural intervals, we may return to it
year after year, and it will supply the same nourishment

10 Point

Per Font, \$30 net

LET ME RECUR TO PLEASING RECOLLECTIONS
Let Me Indulge in Refreshing Remembrance of the Past; Let Me Remind
you that no states cherished greater harmony, both in principle and
feeling, than Massachusetts and South Carolina.—Webster

8 Point

Per Font, \$30 net

ANYBODY WHO EVER DID ANYTHING ANYWHERE HAD TO
Find the Grindstone and Run Against It Until He Developed the Edge That Would Cut Something
Eve, Eden's empress, needs defended be; the serpent greets her when she seeks the tree. Serene
she sees the speckled tempter creep; gentle he seems—perverted schemer deep—yet endless
pretexts, ever fresh, prefers, perverts her senses, revels when she errs, sneers when she weeps,
regrets, repents she fell; then deep-revenged, reseeks the nether hell

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 80

36 Point

Per Font, \$30 net

**SOME REST
Others Must Toil
New Haven
Grant Run 9**

30 Point

Per Font, \$30 net

**TYPE-MAKER
A Universal Machine
Great Results
Hudson River 5**

24 Point

Per Font, \$30 net

**STRONG REASONS
Logical Arguments for It
Universal Type
Great Success No. 80**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 80

18 Point

Per Font, \$30 net

**NO TROUBLE FOR USERS
Of Great Universal Type-Maker
To Satisfy Customers
Up-to-Date Type Styles \$4**

14 Point

Per Font, \$30 net

**REGULATING THE RAILROADS
Terrible injustice, thinks Mr. Harriman
Necessary, says Mr. Root
Depends on point of view \$6749**

12 Point

Per Font, \$30 net

**STRENUOUS TIMES ON THE Isthmus
There will be great things doing in 1915. The world
is looking forward to it
San Francisco Getting Ready to Reap \$48**

10 Point

Per Font, \$30 net

**MODERN MACHINERY HELPS THE PRINTER
The man with progressive methods gets the business
The Universal Type-Maker is unique
Nothing Equals it for Utility and Economy 80**

8 Point

Per Font, \$30 net

**THE TYPE PRODUCED BY THE UNIVERSAL TYPE-MAKER
Is of the best quality, and it gives the customer complete satisfaction
The machine will save high prices asked by foundry
Is Convenient, and Its Product Durable and Accurate \$123**

6 Point

Per Font, \$30 net

**IT OFTEN OCCURS THAT A FEW TYPE CHARACTERS ARE NEEDED TO
Complete some job or advertisement. Today the Type-Maker is rescuing these jobs and
Advertisements by producing just what is necessary in a short time
One of the Special Features of the Universal is Its Ease of Manipulation \$9**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 704

48 Point

Per Font, \$30 net

USEFUL Type Caster \$123

42 Point

Per Font, \$30 net

LISTEN! Universal Type \$1234

36 Point

Per Font, \$30 net

INDEPENDENT Full Cases of Type \$12345678

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

NR

UNIVERSAL TYPE-MAKER

NR

SERIES No. 704

30 Point

Per Font, \$30 net

**EXERCISES
Good for the Boy Mind
Her Silvery Locks
\$1234567890**

24 Point

Per Font, \$30 net

**SAILING YACHTS
She Left the Water Behind
The America Wins
\$1234567890**

18 Point

Per Font, \$30 net

**MECHANICS ALLIANCE
Note our Gorgeous Floral Display
Our Roses and Carnations
\$1234567890**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 705

48 Point

Per Font, \$30 net

HURRAH
A Duck Shoot
\$1234

42 Point

Per Font, \$30 net

OUT OF THE
Golden West
\$1234

36 Point

Per Font, \$30 net

FINE NOTION
Artistic Creations
\$1234567

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 705

30 Point

Per Font, \$30 net

UP TO THEM
*The Big Show Towns
Make Lavish Display*
\$1234567

24 Point

Per Font, \$30 net

MODEL CUTTER
*Now Buy Your New Types
Universal Type-Maker*
\$1234567890

18 Point

Per Font, \$30 net

MATERIAL TO INFLUENCE
*Morgan Never Invests In Railroads
And Steamship Companies*
\$1234567890

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1070

36 Point

Per Font, \$30 net

25 CHARACTERISTICS
of This Letter Are Apparent
Strength, Forcefulness and
Many Others 1346789

30 Point

Per Font, \$30 net

PRINTERS, USE FREELY!
Desirable Face Ever at Hand
Secure Universal Type-Maker
Quick Returns \$123,456

24 Point

Per Font, \$30 net

LEADS ALL LATER METHODS
Throw Aside Antiquated System and
Keep Abreast of the Printing Times
Great Rejuvenator. 12345678

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1070

18 Point

Per Font, \$30 net

LAZY DOGS ARE AN EASY PROPOSITION
for a Slick Brown Fox, and the Progressive Printer
Has no Difficulty Outstripping His Indifferent Fellow-
Craftsmen, Especially if He Installs a Universal Type-
Making Machine in His Office £\$1234567890

12 Point

Per Font, \$30 net

NOTE THE PLEASING LINES OF THIS MACHINE
Symmetrically Fashioned, Its Component Elements of the Best
Available Materials, and the Workmanship Telling of Skilled
Artisans, the Results Obtained Being Highly Satisfactory,—
Is It Any Wonder That the Universal Is the Choice of So Many
Discerning Printers Everywhere? \$ 1234567890

10 Point

Per Font, \$30 net

HESITATION SIMPLY INCREASES JOHN JONES' PROFITS
That Is to Say, if John Jones Is Your Chief Competitor and He Installs a
Universal Type-Maker and Fills His Type-Cases with New Type—and Lots
of It—Those in the Market for Printed Matter Will Go Up John's Path
Instead of Yours, and Buy John's Printing Rather Than Yours. Why not
Buy One of These Machines Yourself and Share in His Prosperity? "A
Word to the Wise is Sufficient." Don't Hesitate! \$123456

8 Point

Per Font, \$30 net

HAVE YOU EVER BEEN EMBARRASSED BY BEING OUT OF SORTS?
A Particular Customer Desires a Certain Display Type for Use in a Four-Page,
Two-Color Folder, the Job to be Delivered in Two Days. You Make All the Promises
as to Type, Paper, Delivery, etc., That Particular Customer Insists Upon, and After
He Has Gone You Discover That All of That Type Is Tied Up in Live Jobs for Equally
Good Customers. The Time is too Short to Send to the Type Foundry for More Type
and Yet Print the Job! Those are Anxious Moments! BUT,—If You Have a Universal
Type-Maker, the Solution is Easy, and the Type Forthcoming. \$12380

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1038

36 Point

Per Font, \$30 net

OLD TYPE MADE NEW Make Your Type as You Need It

30 Point

Per Font, \$30 net

USEFULNESS IS READILY Perceived by the Progressive Printer

24 Point

Per Font, \$30 net

UNIVERSAL A FACTOR OF ECONOMY Its Products are Always Accurate and Durable

18 Point

Per Font, \$30 net

INSTEAD OF BUYING A TYPE-FOUNDRY INSTALL A Universal Type-Maker and You Will be Saving Foundry Profits No Printing Plant Complete Without This Machine

12 Point

Per Font, \$30 net

THERE ARE THOUSANDS OF PRINTING OFFICES IN THE UNITED STATES That Have More or Less Old Type That Has Long Since Become Worn and Ceased to Be Useful. This Machine Will Convert All of it into Money

10 Point

Per Font, \$30 net

IT FREQUENTLY OCCURS IN A SHOP THAT A FEW CHARACTERS ARE NECESSARY To Complete Some Job or Advertisement. If You Have The Universal Type-Maker in Your Shop You Need Never be Bothered over Such Details \$1234567890

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1093

24 Point

Per Font, \$30 net

DON'T BE A NARROW-MINDED MAN!
See a Universal Type-Maker at Work and
Broaden Your Vision \$1234567

18 Point

Per Font, \$30 net

ONE OF THE GREAT INVENTIONS OF THE AGE
Printers Installing the Universal Loud in Their Praises
Creates Business; Satisfactory 1234567

12 Point

Per Font, \$30 net

A MONEY-MAKER FOR THE ZEALOUS, WIDE-AWAKE PRINTER
Modern Methods of Production Are Bound to Include This Versatile Type-
Making Machine, and the Progressive Printer
Is Naturally First to Appreciate Its Potentialities, and First to Reap the
Profits Which Follow Its Installation. Ponder. &\$0987654321

SERIES No. 1068

10 Point

Per Font, \$30 net

XERXES BOJERWITZ MAKES GOOD TYPE
Cases Always Filled with Universal Type. Verily, Xerxes
Doth Appear to be an Industrious Youth
He Keenly Watches All of the Product of His Type-Maker
There Are Rewards for Diligence \$1,234,567,890

8 Point

Per Font, \$30 net

MEN WHO DO ONLY THEIR DUTY DO NOT EXCEL
He Who Possesses the Spirit of Progress Will Find Opportunity for
Larger Service and Gladly Avail Himself of It
Such a Man Is Always Preparing for Greater Responsibility and Its
Arrival Is as Certain as the Law of Gravitation \$1234567

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1522

36 Point

Per Font, \$30 net

EASY TO OPERATE
An Average Printer Easily
Grasps its Details
Logwood Sold for Port

30 Point

Per Font, \$30 net

KNOWLEDGE IS PROUD
That He Has Learned So Much
Wisdom is Humble
That He Knows No More

24 Point

Per Font, \$30 net

THE COMMON-SENSE MAN
Is More Interested in Doing His Work
Than in What People Say
Does Not Play to the Gallery

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1522

18 Point

Per Font, \$30 net

L. AURELIUS ANTONINUS COMMODUS
Son of M. Antoninus, Succeeded His Father in the
Roman Empire. He Was Cruel and
Fond of Indulging His Licentious Propensities
\$1234567890ÆŒæœ

14 Point

Per Font, \$30 net

L. SERGIUS CATALINA, A GREAT ROMAN
Descended from a Noble Family. When He had Squandered
His Fortune He Tried to Ruin His Country and
Formed the Cataline Conspiracy to Overthrow Rome

12 Point

Per Font, \$30 net

CALIGULA, SON OF GERMANICUS AND AGRIPPINA
Was Proud, Wanton and Cruel. He was Pleased when Disaster Befell
His Subjects, and Expressed a wish that the Romans
Had but One Head, that He Might be Able to Strike it Off

10 Point

Per Font, \$30 net

MARCUS CATO, GREAT-GRANDSON OF THE CENSOR CATO
The Early Virtues that Appeared in His Childhood Seemed to Promise that He
Would Become a Great Man. He was Austere in His Morals
And a Strict Follower of the Stoics. His Veracity Became Proverbial

8 Point

Per Font, \$30 net

IN THE CATALINIAN CONSPIRACY HE SUPPORTED CICERO AND WAS THE CHIEF
Cause of the Punishment which was Inflicted on Some of the Conspirators. He Committed
Suicide by Stabbing Himself After Reading Plato's Treatise on the
Immortality of the Soul, B.C. 46, in the Fifty-ninth Year of His Age. 1234567890

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 34

30 Point

Per Font, \$30 net

TIRED TOURIST
Interesting Scenery
Grand Rapids
Northern Climate
Always at 34

24 Point

Per Font, \$30 net

BRIGHT PROSPECTS
Investing in Mining Stock
Dividends Allowed
Secreted Fortunes Lost
Causes More 8

18 Point

Per Font, \$30 net

BRIGHT MINDS IN ACTION
New Methods for Improvement
Universal Type-Maker
Greatest Success of Its Kind
Benefits Everyone 763

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 34

14 Point

Per Font, \$30 net

SUCCESSFUL BUSINESS ACTIVITIES
The Universal Type-Maker Will Accomplish
Great Results in Very Little Time
Always on the Alert for Attractive No. 34

12 Point

Per Font, \$30 net

PRACTICING SYSTEMATIC METHODS
Will Keep in the Lead for Style and Durability
Universal Type-Maker in Demand
After It is Once Used You Will Readily \$5

10 Point

Per Font, \$30 net

PRINTERS TRY TO PLEASE CUSTOMERS
They Will Find This to be Very Easy and Convenient
Universal Type-Maker Produces the Best
Receiving Praise Wherever it is Used \$1234567

8 Point

Per Font, \$30 net

NEW MATERIAL IMPROVES APPEARANCE OF WORK
Neat Type Designs in Large Quantities Will Prove Economical
You Can Cast Sorts with Ease on this Machine
The Universal Type-Maker Will Satisfy Without Doubt
It is Evidently Filling the Wants of \$12345

6 Point

Per Font, \$30 net

THIS MACHINE HAS SUCCEEDED IN HELPING THE PRINTER
It is the Most Economical Type-casting Device, and is in Great Demand
We Are Constantly Adding New and Attractive Styles of Type
Having a Machine Like This in Your Plant Will Prove a Big Benefit
Its Ease of Operation is Most Remarkable 12345678

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1099

36 Point

Per Font, \$30 net

ARTISTIC IDEAS
Necessary for Printers
Recast Old Type
Universal Machine

24 Point

Per Font, \$30 net

PRINTER ON THE MOVE
Affords Numerous Advantages
Will Prove Economical
Sorts In Unlimited Amounts
New Type Always \$3

18 Point

Per Font, \$30 net

YOU CAN CAST YOUR SORTS IN
Abundance Without Any Annoyance
The Universal Type-Maker
Therefore is Filling a Long-felt Want
Operation Simple \$9876543

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1072

24 Point

Per Font, \$20 net

GUIDE BOOK CASH ITEMS 9

18 Point A

Per Font, \$20 net

SHORT STORIES SAFE HARBOR \$89

18 Point B

Per Font, \$20 net

PRINTING DESIGNS ATTRACT BUSINESS \$9

12 Point A

Per Font, \$20 net

PROPER METHODS USED ENERGETIC BUSINESS MEN

12 Point B

Per Font, \$20 net

TYPE OF NEAT APPEARANCE USEFUL FOR PARTICULAR WORK

12 Point C

Per Font, \$20 net

ITS PRODUCT OF THE STANDARD QUALITY IT ASSURES SUCCESS TO USER

6 Point A

Per Font, \$20 net

THE DIFFERENT FACES OF THE SIX-POINT TYPE CAN
BE USED EFFECTIVELY AS CAPS AND SMALL CAPS

6 Point B

Per Font, \$20 net

THIS FACE AND SIZE ARE MOST VALUABLE FOR PRINTING CARDS
CLEAR-CUT AND DISTINCT, IT RIVALS ENGRAVING

6 Point C

Per Font, \$20 net

THE GREATEST THINGS IN CIVILIZATION ARE ELECTRICITY AND GASOLENE, APART
FROM THE UNIVERSAL, FOR IT IS THE FOUNDATION OF PRINTING

6 Point D

Per Font, \$20 net

THE LOUD, BLATANT HONK OF THE AUTOMOBILE IS HEARD IN THE LAND, AND INNOCENT PEDESTRIANS WHO GET IN ITS WAY ARE RUN OVER AND MUTILATED ON EVERY HAND

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1079

18 Point

Per Font, \$30 net

CLEAR, LEGIBLE FACE
Valuable in Many Ways to Printers
Combines Strength with Good Taste
Patrons Demand the Very Best

SERIES No. 1091

10 Point

Per Font, \$20 net

THIS TYPE IS USEFUL FOR DATE LINES
FOR THE DAILY AND WEEKLY NEWSPAPERS
SPECIAL LOGOTYPES INCLUDED

DAY 1911 1912 1913

SERIES No. 1095

12 Point

Per Font, \$30 net

NEW MATERIAL READY FOR USE
Experiencing No Inconveniences Whatever
Just Stop and Think of This \$123456

10 Point

Per Font, \$30 net

YOU CAN DEPEND ON PERFECT PRODUCTS
The Universal Type-Maker is in Great Demand by Printers
It is Making Greater Progress than \$12345678

8 Point

Per Font, \$30 net

INSTALL THIS MACHINE AND SAVE EXPENSE
Unnecessary Squandering of Money Can be Conveniently Avoided
Its Operation Simple. Its Usefulness Remarkable 98

6 Point

Per Font, \$30 net

NO MORE DISASTROUS AND TROUBLESOME DELAYS EXPERIENCED
The Universal Type-Maker is Original in Every Particular, and Has Come to Stay
Printers Take Advantage of a Good Thing When it is Perceptible
It is the Most Profitable Type-casting Machine Used \$1234567890

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1097

18 Point

Per Font, \$30 net

SAVING FOUNDRY PROFITS
Defaced Type Transformed Into New
Material at Small Expense
All Kinds of Type Readily Made

12 Point

Per Font, \$30 net

COMPLETE TYPE ASSORTMENT ECONOMY
The Universal Type-Maker Will Furnish the Facilities to
Have Any Quantity of Accurate Material
Type of Good Quality Will Produce \$1,234,567

SERIES No. 1076

12 Point

Per Font, \$30 net

UNIVERSAL TYPE-MAKER IS RECOMMENDED
As a Never-Failing Remedy for That Run-Down Condition, Out
of Sorts. Patient Sufferers Welcome Relief
Terrible Tale of Zanger's Privations Related by Survivors

10 Point

Per Font, \$30 net

SPEND YOUR WINTERS AT THE PANAMA CANAL
Nice Warm Place for Cold-blooded Inhabitants of the Frigid Zones
Round-Trip Excursion Tickets on Sale at Xeno
Latest Bulletins Declare Mosquito Tribe Almost Exterminated
Great Rejoicing at the Isthmus \$1234567

8 Point

Per Font, \$30 net

QUE ZENN WAS AN EDUCATED AND PROGRESSIVE CHINAMAN
He Shaved Off His Que, Let His Hair Grow Where It Would, Quit the Laundry
Business, Americanized Himself to the Extent of Using
Many Cigarettes and Much Cheap Whiskey; the Inevitable Result Followed
Mr. Chinaman Now Washes Collars for a Fellow-Countryman
Wages? None to Speak of in Polite Society \$1234567890

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 515

48 Point

Per Font, \$30 net

EUCHRE
Best Trump \$1

SERIES No. 516

48 Point

Per Font, \$30 net

UNLIMITED
Facilities for work

42 Point

Per Font, \$30 net

ADVANTAGES
of Universal Product

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

(100)



UNIVERSAL TYPE-MAKER



SERIES No. 717

48 Point

Per Font, \$30 net

**STRENGTH
Exemplified \$**

42 Point

Per Font, \$30 net

**POWERFUL
Effects in \$123**

SERIES No. 518

48 Point

Per Font, \$30 net

**DIGNITY
Expressed 45**

42 Point

Per Font, \$30 net

**MILITANT
Suffragettes 23**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 2039

36 Point

Per Font, \$30 net

PROFIT FOR PRINTER
New Material Always on Hand
Good Results \$2039

30 Point

Per Font, \$30 net

CASTING SORTS MADE EASY
Covering a New Field of Usefulness
Gives Satisfaction \$568

SERIES No. 2078

8 Point A

Per Font, \$25 net

PRINTERS FIND IT VERY NECESSARY
TO HAVE A FACE WHICH SIMULATES ENGRAVED
LETTERING FOR PRINTING CARDS
THIS FACE FILLS THE BILL

8 Point B

Per Font, \$25 net

SHARP, CLEAR-CUT AND VERY HANDSOME
ARE THE TWO SIZES OF THIS REMARKABLE TYPE. ONE VERY
EFFECTIVE WAY OF USING THEM IS TO COMBINE
THEM AS CAPS AND SMALL CAPS

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

**UNIVERSAL
GOTHIC FACES**



UNIVERSAL TYPE-MAKER



SERIES No. 1520

36 Point

Per Font, \$20 net

**GOVERNS
OUTPUT OF
JOY \$98**

30 Point

Per Font, \$20 net

**BOLD TYPE
FOR DISPLAYING
STRENGTH**

24 Point

Per Font, \$20 net

**HANDSOME FACE
FOR PLAIN WORK
AND FANCY**

18 Point

Per Font, \$20 net

**EFFECTIVE IS THE
INFLUENCE EXERTED ON
THE DEAR PEOPLE**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1520

14 Point

Per Font, \$20 net

**UNIVERSAL TYPE-MAKER
IS COMPACT. COMPLETE, AND
MOST WONDERFUL**

12 Point

Per Font, \$20 net

**EXTRA-SUPERFINE QUALITY
OF TYPE MADE ON THE UNIVERSAL
COMMENDS IT TO PRINTERS**

10 Point

Per Font, \$20 net

**THE BANKERS OF THE UNITED STATES
NATURALLY INTERESTED IN THE CURRENCY
CONGRESS TO THE RESCUE**

8 Point A

Per Font, \$20 net

**NATURE DEMANDS SILENCE IN THE PRESENCE
OF BEAUTY. SHE GAVE THOSE SOLITARY LAKES THEIR
BURNISHED SHEEN, THEIR CRYSTAL DEPTHS.
FRAMED THEM IN FORESTS, GIRDLED**

8 Point B

Per Font, \$20 net

**THEM WITH VINES AND FLOWERS, BESPRINKLED
THEM WITH LILIES, CAUSED THEM TO DUPLICATE THEIR BRIL-
LIANT AUTUMNAL SHOWS, TO REFLECT THE PASSING
CLOUD, AND IN MANY A SILENT AND SOLITARY**

6 Point A

Per Font, \$20 net

**NIGHT CAST BRIDGES OF SHIMMERING MOONBEAMS ACROSS
THEM. AND THIS DISPLAY OF NATURAL BEAUTY, TO WHICH NO DESCRIPTION
COULD DO JUSTICE, HAS UNFAILINGLY BEEN REPEATED DAY AND
NIGHT FOR MANY CENTURIES, UNSEEN BY MAN,**

6 Point B

Per Font, \$20 net

**UNAPPRECIATED, UNKNOWN. WHEREVER NATURAL BEAUTY IS, THERE
IS SILENCE ALSO. AND THIS IS A LAW. A NOISY PERSON IN THE PRESENCE OF A GREAT
PAINTING WOULD BE INVITED BY THE GUARD TO LEAVE THE ROOM, OR IF
IN THE MIDST OF THE RENDERING OF A FINE PIECE OF MUSIC,**

6 Point C

Per Font, \$20 net

**WOULD BE REGARDED BY ALL PRESENT AS POSSESSING NEITHER DECENCY NOR
SENSE. EVEN THE RIVULETS, CLEAR AND COLD, SEEM TO STEAL THEIR WAY INTO SUCH A SCENE
CAUTIOUS AS THE FOOT OF A HUNTER. BACK IN THE HILLS THEY SPLASH AND LEAP
UNDER THEIR VEILS OF OVERHANGING FOLIAGE. BUT AS THEY APPROACH**

6 Point D

Per Font, \$20 net

**THIS GEM OF NATURE'S ART THEY LEAVE THEIR MERRIMENT BEHIND. THE BOOM OF
A FALLING TREE COMES OVER THE WOODED RIDGE, AND SHOWS THAT THE BEAVERS ARE AT WORK. SO THESE
CARPENTERS OF THE WILDERNESS FLY THEIR VOCATION WITH NO SOUND OF AXE OR SAW.
A CROW MADE HIS APPEARANCE AND SEEMED AMBITIOUS OF THE DISTINCTION**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 57

36 Point

Per Font, \$30 net

**ARTISTIC
Beautiful present
Accurate**

30 Point

Per Font, \$30 net

**ECONOMICAL
Successful printers
Gain Good Results**

24 Point

Per Font, \$30 net

**GET PERFECT TYPE
Material highest standard
Highly Appreciated**

18 Point

Per Font, \$30 net

**REMARKABLE SELLING TYPE
Greatest economical addition to
Printers business and outlook**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



SERIES No. 57

14 Point

Per Font, \$30 net

**ENERGETIC PRINTERS ARE
Taking advantage of a good thing when
They see it. Up-to-date
Co-operation is a paying invest-
ment, look into the matter**

12 Point

Per Font, \$30 net

**GOOD PRINTERS HAVE GOOD IDEAS
The Printers Co-operative Type Founders' Com-
pany can help to carry out these
Ideas if wanted. Get busy and find out,
Ask the company how its done**

10 Point

Per Font, \$30 net

**WE ARE THE PEOPLE THAT WISH THE
Printing trade more profitable. Our plan is to have
The co-operation of the printers and
Those who co-operate with us will find that
It will enure to their benefit.**

8 Point

Per Font, \$30 net

**OUR AMBITION TO GAIN A WORLD-WIDE REPUTATION
For accurate products and supply any quantity or style of type without
Any inconvenience and afford opportunities which
The printer never had. With this point in view we are
Meeting with the greatest kind of success**

6 Point

Per Font, \$30 net

**THE COMPANY DOES NOT PROPOSE TO REVOLUTIONIZE THE TYPE
Business by any wonderful invention, whose greatest merits lie in the paper on
which they are printed, but it proposes to show that the present day
Machines are, with a few exceptions, of the best construction for this class
Of work. With the simplified system of manufacturing and production
we can save the printer on the first cost of type and pay him a big dividend**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1063

36 Point

Per Font, \$30 net

HELPING MEN
Improve Your Plant
Results Sure
Cash on Hand 9

30 Point

Per Font, \$30 net

COMPLETE FONT
Gives You Good Results
Printers Need It
Universal Machine

24 Point

Per Font, \$30 net

SPECIAL CHARACTERS
Produced Without Any Delays
Always in Readiness
Supplies Type Needed 65

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1063

18 Point

Per Font, \$30 net

**PRINTERS CAN PROCURE
Unlimited Supply of Sorts by Using
Universal Type-Maker
Simply Constructed 1234567890**

14 Point

Per Font, \$30 net

**INVENTIVE IDEAS NUMEROUS
Universal Type-Maker the Greatest Device
All the Type You Need Easily Cast
More Material You Have the More Work**

12 Point

Per Font, \$30 net

**CHANGING FROM ONE BODY-SIZE OF
Type to Another Can be Made in an Instant by any
Printer Who Has Very Little or No
General Knowledge of Mechanics Whatever**

10 Point

Per Font, \$30 net

**THE UNIVERSAL TYPE-MAKER REVOLUTIONIZES
The Art of Printing by Making the Printer His Own Type-founder
The Inventors and Designers of This Machine
Have a Thorough Knowledge of the Art of Type-founding**

8 Point

Per Font, \$30 net

**IT IS READILY RECOGNIZED BY PRINTERS THAT MUCH
Money Has Been Squandered in the Past, but by Installing the Universal
Type-Maker it is Possible to Recast All the Old Type and
Convert it into New and Desirable Faces which will be Profitable**

6 Point

Per Font, \$30 net

**THIS NEW TYPE-MAKING MACHINE WILL EXTEND THE DOMAIN OF
Up-to-date Printers, and Give Them, in Addition to Producing the Printed Product, the
Opportunity to Cast the Types by which that Product is Obtained
With The Universal the Printer Can Handle any Job with Ease and Rapidity**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1053

36 Point

Per Font, \$30 net

**GOOD IDEAS
Increasing Business
Niagara River
Quaint Old Towns**

30 Point

Per Font, \$30 net

**PERFECT DESIGN
Promotes New Business
Greater Baltimore
Novel Methods Used**

20 Point

Per Font, \$30 net

**ASSURING DIVIDENDS
Casting Best Quality of Type
Meets With Success
The Universal Type-Maker**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1053

14 Point

Per Font, \$30 net

INVENTIVE IDEAS NUMEROUS
Universal Type-Maker the Greatest Device
All the Type You Need Easily Cast
More Material You Have the More Work
All Styles Quickly Produced

\$1234567890

10 Point

Per Font, \$30 net

SECURE THE BEST MACHINE NOW IN USE
The Universal Type-Maker Offers the Greatest Advantages
There is no Machine in Use to Equal it
You Can Always Depend upon its Accurate Products
Economy is One of its Great Features

9 Point

Per Font, \$30 net

GREATEST DEVICE FOR ECONOMY IN EXISTENCE
Giving More Real Satisfaction than All Other Machines Combined
Makes Type More Abundantly and in Less Time
Universal Type-Maker the Greatest Machine of the Age
Printing Industry Making Wonderful Progress

8 Point

Per Font, \$30 net

UNDoubtedly THE ONLY PROFITABLE TYPE-MAKING MACHINE
The Universal Type-Maker Clears the Way for the Progressive Printer to Succeed
Will be the Means of Improving Your Printing Plant Wonderfully
If You are Wishing to Extend Your Business Install This Machine
In a Class by Itself. It has no Successful Competitor

6 Point

Per Font, \$30 net

THIS SIZE OF TYPE IS VERY USEFUL FOR SMALL JOBS, CARDS AND THE LIKE
it is made with three faces: This, designated as 6 Point A, has caps and lower-case, while the other
faces, B and C, have caps only. This arrangement is very convenient for the printer
THIS IS A LINE OF CAPS OF THE B SIZE, WHICH LINES PERFECTLY WITH THE OTHER SIZES. B, PER FONT, \$25 NET
THIS IS A LINE OF CAPS OF THE C SIZE. THEY LINE PERFECTLY WITH THE CAPS OF THE A AND B SIZES. C, PER FONT, \$25 NET
EITHER ONE OF THE SMALLER SIZES CAN BE USED AS SMALL CAPS IN CONNECTION WITH THE CAPS OF THE A SIZE
SIZES B AND C CAN BE USED TOGETHER AS CAPS AND SMALL CAPS

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

NR

UNIVERSAL TYPE-MAKER

NR

SERIES No. 554

30 Point

Per Font, \$30 net

CORNEGAN
Hopelessly Irish
He's Proud of It!
123,456,789

24 Point

Per Font, \$30 net

A CONQUEROR
Hail to the Chieftain!
Equinoctial Shower
Rainbow in the East
Gone 12345678

18 Point

Per Font, \$30 net

A MINUTE WASTED
Can Never Be Regained
Guard with Jealous Care
All the Fleeting Moments
Get Zest 123456789

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 554

14 Point

Per Font, \$30 net

MISTAKES MINIMIZED
When Tasks Are Performed
With Both Brain and Hands
This Means Concentration &
Conservation & \$7890

12 Point

Per Font, \$30 net

UNIVERSAL A NECESSITY
Product in Demand Wherever a
Standard of Printing Excellence
Is Diligently Sought After. Strong
Arm for Printer \$12345678

10 Point

Per Font, \$30 net

STYLES CONSTANTLY CHANGE
Fickle Fashion Responsible for Freaks
Puritan Lasses Immune from Despair
Happy Puritan Maidens! 12,345

8 Point

Per Font, \$30 net

FAST MAIL SERVICE TO METROPOLIS
Revised Schedules Soon to Become Effective
Makes Necessary the Printing of Various Time
Tables to Conform to These Altered Conditions
Make Hay In Sunny Weather \$1567890

6 Point

Per Font, \$30 net

STORMY PETRELS FLY OVER EAGLES LAKE
The Flapping of Wings Resembles the Thunder's Roar
and the Light Glancing from Their Plumage Partakes
of the Lightning's Brightness; When They Skip Along
the Water (If They Do) They Dash Up Rain-like Spray—
Which, by the Way, Gives Us the Essential Elements
of a Storm Scene. That's Why We Call Them Stormy
Petrels. Don't You Believe It? ~~sec~~ & \$123456

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 550

48 Point

Per Font, \$30 net

DISTILLED Waters Fine

42 Point

Per Font, \$30 net

UNIVERSAL The Best Type

36 Point

Per Font, \$30 net

INK BLOTS Pressmen's Joy

30 Point

Per Font, \$30 net

THE NATIONAL Best Hotel in the City

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

(114)



UNIVERSAL TYPE-MAKER



SERIES No. 550

24 Point

Per Font, \$30 net

CITY OF BOSTON Independence Hall 1776

18 Point

Per Font, \$30 net

THE OLD QUAKER CITY Declaration of Independence '76 Continental Congress

14 Point

Per Font, \$30 net

THE STAR SPANGLED BANNERS Stars and Stripes and Stars and Bars Heroes Under Both Flags 550

12 Point

Per Font, \$30 net

THE FIGURES TO THIS GOTHIC FACE Are much in demand for newspaper advertising Universal Will Make Barrefuls 123456

10 Point

Per Font, \$30 net

THIS SIMPLE MACHINE WILL ENABLE THE Publisher to produce most complete assortment of type And Gives Him the Means of Having Plenty

8 Point

Per Font, \$30 net

THE UNIVERSAL TYPE-MAKER EASILY PRODUCES A NEW Dress of type. It precludes delays and cuts out exorbitant foundry profits It Will Make the Printer Independent of the Foundry

6 Point

Per Font, \$30 net

IF A CUSTOMER SHOULD INSIST ON HAVING HIS WORK EXECUTED In a certain style of letter, the printer using one of these machines can easily take the order The Universal Type-Maker is a Great Convenience and Most Economical

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1058

30 Point

Per Font, \$30 net

**HAPPY PRINTERS
Profitable Investments
Bold Type 1058**

20 Point

Per Font, \$30 net

**EARN LOTS OF DOLLARS
Casts Sorts as They're Needed
Practical Universal**

18 Point

Per Font, \$30 net

**MODERN PRINTERS' METHODS
Thoroughly Practical and Up-to-date
This Machine a Wonder 12**

12 Point

Per Font, \$30 net

**UNIVERSAL TYPE-MAKER FILLS CASES
Enables Printers to Produce Full and Complete
Fonts of All Styles of Type \$345678**

10 Point

Per Font, \$30 net

**THE ADVANTAGES OF THE UNIVERSAL MACHINE
Can Never be Thoroughly Understood Until You Install One
Then You Will Marvel at its Efficiency 1058**

8 Point

Per Font, \$30 net

**ONE WAY THOROUGHLY TO APPRECIATE THE UNIVERSAL
Is to Order One Right Away. The Result is Certain. You Wouldn't Part
With it for Love or Money, if You Couldn't Get Another**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1059

36 Point

Per Font, \$30 net

MUST BECOME WELL ACQUAINTED
Social Obligations Dare Not Be Overlooked
Courtesy an Important Element
Say "Good Morning" \$1,234,567,890

30 Point

Per Font, \$30 net

ELECTRIC POWER IS GENERALLY USED
Necessary in All Great Manufacturing Industries
Replacing Less Efficient Methods
The Forward March of Progress 123456789

SERIES No. 1055

12 Point

Per Font, \$30 net

THE CAREFUL PRINTER READS HIS SET-UP MATTER
Before Removing It from His Stick, Making Whatever Corrections He
May Find. Such Care, Faithfully and Constantly
Exercised, Will Have a Decided Effect upon the Appearance of
His Proofs and, Eventually, upon the Bulk of His Pay-
Envelope. Care & Co. Pay Dividends \$123

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 62

36 Point

Per Font, \$30 net

GOOD CONDENSED FACE
The Advertiser will Appreciate
This Useful Letter
Necessary Adjunct 8765

30 Point

Per Font, \$30 net

MAKES CONSISTENT GAINS
A Newspaper Increases Advertising
Patronage by Installing
The Universal Type-Maker 5

24 Point

Per Font, \$30 net

MANY PUBLISHERS DISCOVERING
That They Can Effect an Immense Saving
With the Universal Machine
Chief Expenses Eliminated. No. 62

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 62

18 Point

Per Font, \$30 net

THE REGULAR TYPE-MAKING MACHINES

Now in use by type-foundries cannot be operated with that
Economy which is always necessary
For a Printing-Office in Casting Sorts \$62.99

14 Point

Per Font, \$30 net

MACHINES MAY HAVE AS MANY MOULD SECTIONS

And fonts of matrices as the printer may desire, each font
Supplied by this company at a nominal cost
Each font of matrices is contained in a leather wallet
Which is Very Convenient and 123456789

12 Point

Per Font, \$30 net

SORT-PICKING ALWAYS CAUSES A LOSS OF VALUABLE TIME

Whether the sought-for material is found or not. This is not the only lost time
These sorts are, as a rule, obtained from standing matter
The result is that the remaining types are so disarranged that they
Will Require Twice the Usual Time for Distribution

10 Point

Per Font, \$30 net

FREQUENTLY STANDING MATTER IS ALIVE, AND, WHEN

Disarranged by picking sorts, time is lost later on when it is necessary to restore to
The form all the borrowed type. Prevent this unnecessary loss
By installing the Universal Type-Maker. It will produce any style of
Type in Any Quantity the Publisher May Desire \$123

8 Point

Per Font, \$30 net

THERE NEVER WAS A FONT OF TYPE PURCHASED, WHETHER LARGE OR SMALL, BUT
That at stated intervals additions or sorts were found to be necessary. To avoid the inconveniences
That are occasioned by ordering these sorts, and to give publishers a simple and
Inexpensive machine, the Universal Type-Maker was invented. It has made good in
Every Way and is a Wonderful Factor of Economy in the Printshop

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1151

36 Point

Per Font, \$30 net

NATURAL SCENIC EFFECTS
Discovering Many Beneficial Points
Blue Ridge Mountains
Science Unravels Many \$98

30 Point

Per Font, \$30 net

RECORDS OF ANCIENT GREECE
Destruction of Many Historic Buildings
Congressional Library
Many Interesting Facts in 765

24 Point

Per Font, \$30 net

GREAT PROSPERITY FOR THE FUTURE
Printers Realize That Better Conditions Prevail
Success of Universal Type-Maker
Improving the Many Details of Work \$8

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

(120)



UNIVERSAL TYPE-MAKER



SERIES No. 1151

18 Point

Per Font, \$30 net

LATEST STYLES OF TYPE, BORDERS AND ORNAMENTS

Good quality of material in any quantity can be instantly made

It is overcoming the many troublesome details

The Universal Type-Maker is the Logical Solution \$987

14 Point

Per Font, \$30 net

THIS MACHINE IS GAINING A WORLD-WIDE REPUTATION

It can be depended upon to cast all the type you will need in your office

It will be the means of success to the printer using it

Therefore It is Sought for by the Progressive Printer \$123

12 Point

Per Font, \$30 net

UNIVERSAL TYPE-MAKER AFFORDS FACILITIES FOR SUPPLYING TYPE

It is giving a greater amount of real satisfaction than the other type-casting machines

You will be more than pleased with its accuracy and durability

Material That is Produced by This Wonderful Machine Will Benefit \$12345

10 Point

Per Font, \$30 net

THE GREATEST INVENTION FOR THE ADVANCEMENT OF THE PRINTING INDUSTRY

In making the necessary material for yourself you will save the profit made by the type-foundries

It is beneficial in a great many other ways that are too numerous to mention

Give the Universal Type-Maker a Trial and It Will Convince You That It is the \$1

8 Point

Per Font, \$30 net

THIS WONDERFUL MACHINE HAS NO COMPARISON FOR ITS MANY FAVORABLE QUALITIES

There are tons of old type that has long since become worn and ceased to be of any use to the printer

The Universal Type-Maker readily transforms this into new acceptable material

Each Machine May Have as Many Mould Sections and Matrices as Desired for \$1234

6 Point

Per Font, \$30 net

YOU NEED NEVER BE OUT OF SORTS WHEN YOU HAVE A TYPE-FOUNDRY UNDER YOUR OWN ROOF

You can make all the type that you will need by this machine in a short space of time and at a very little expenditure of money

Evidently the Universal Type-Maker is the most economical machine now used by printers

It Saves Time and Energy, and It also Increases the Trade Wherever Its Products Are Used. \$523

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

NR

UNIVERSAL TYPE-MAKER

NR**SERIES No. 1152****36 Point****Per Font, \$30 net**

**RAILROAD STOCKS
Rich Gold Mines Discovered
National Museum
Prosperity Enriches \$9**

30 Point**Per Font, \$30 net**

**ADVERTISING NEW GOODS
Increasing Trade Activity Expected
The Panama Exposition
Preparing for the Great \$82**

24 Point**Per Font, \$30 net**

**NEW INVENTION A SUCCESS
Enterprising Company Advancing Ideas
Universal Type-Maker
Meeting with Great Success \$65**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO
(122)



UNIVERSAL TYPE-MAKER



SERIES No. 1152

18 Point

Per Font, \$30 net

INEXPENSIVE MACHINE FOR PRINTERS

Is accomplishing many results unknown heretofore

Pleasing feature in composing-room

The Universal Type-Maker Makes \$12345

14 Point

Per Font, \$30 net

INCREASING PRODUCTS OF YOUR BUSINESS

Will soon be realized after the installation of this machine

Universal Type-Maker Prevents Trouble

Overcomes Many Obstacles That Others \$1234

12 Point

Per Font, \$30 net

PRINTERS EXERTING ENERGY TO MAKE SUCCESS

The Universal Type-Maker will be found very helpful to them

It improves methods now used in printing-offices

You Will be Satisfied After You Use Its Products \$123

10 Point

Per Font, \$30 net

THIS MACHINE WILL PROVE ECONOMICAL TO PRINTERS

Will enable them to execute work in a manner that will satisfy customers

Receiving recommendation wherever it has been used

The Universal Type-Maker Is Accomplishing Its Purpose \$12

8 Point

Per Font, \$30 net

MOST PROFITABLE TYPE-CASTING MACHINE THAT WAS EVER DESIGNED

You will increase your business activities enormously by the use of this wonderful machine

The Universal Type-Maker meeting with approval by printers generally

It is the Only Machine That Has Proven Beneficial to Printers \$1234567890

6 Point

Per Font, \$30 net

UNIVERSAL TYPE-MAKER THE ONLY SUCCESSFUL MACHINE OF ITS KIND NOW IN USE

It has proven to be one of the most profitable additions to the modern printing office that has ever been made

It is an original conception and successfully covers a new field of usefulness

Most Striking and Forceful Advertisements May be Set with This Useful Series \$5234670918

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1153

36 Point

Per Font, \$30 net

ARTISTIC METHOD Inventions Increasing New York World Olympic Games \$9

30 Point

Per Font, \$30 net

BUSINESS ECONOMY Exercising Scientific Skill Mount Vesuvius Universal Products \$8

24 Point

Per Font \$30 net

REMARKABLE INVENTION Showing Its Ability Everywhere Universal Type-Maker Makes Perfect Type and 6

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1153

18 Point

Per Font, \$30 net

PRODUCTS PLEASE THE PRINTER
Greatest economical addition to printery
Ideal Universal Type-Maker
Its Utility Greatly Appreciated \$42

14 Point

Per Font, \$30 net

ENERGETIC PRINTERS USE THIS MACHINE
Taking advantage of a good thing when they see it
Makes the most accurate material
Possessing Many Features That Will \$12345

12 Point

Per Font, \$30 net

ECONOMICAL IDEAS MAKE PRINTERS SUCCESSFUL
The Universal Type-Maker the greatest invention for the printer
Affords opportunities to improve his product
His Business Not Proving Profitable Without It \$1234

10 Point

Per Font, \$30 net

UNIVERSAL TYPE-MAKER PROVING A GREAT BENEFIT TO TRADE
Material that is made by this machine is up to the standard in every respect
Its purpose is to make the printing trade more profitable
With This Point in View It Is Meeting with Great Success \$1234567

8 Point

Per Font, \$30 net

THIS MACHINE SAVES THE HIGH PRICES ASKED BY THE TYPE-FOUNDERS
With the Universal Type-Maker the printer can procure a complete new dress of body type
It also supplies the means of converting his old type into new material
Any Quantity or Style of type Can be Made Without Any Inconvenience \$123456

6 Point

Per Font, \$30 net

THIS FAMOUS MACHINE IS GAINING A WORLD-WIDE REPUTATION FOR ITS ACCURATE PRODUCTS
Affording the means of overcoming the various difficulties that the printer has heretofore been annoyed with
Having the best materials obtainable ready for service will prove to be very satisfactory
The Wonderful Universal Type-Maker Succeeding in Making Type of the Best Quality \$1234567890

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1051

36 Point

Per Font, \$30 net

**ECONOMICAL METHODS
Invaluable for Newspapers
New York Herald \$3**

24 Point

Per Font, \$30 net

**QUEER DOINGS IN SMART SET
Useful Head Letter for Newspapers
The Baltimore News \$145**

18 Point

Per Font, \$30 net

**THE FAMOUS UNIVERSAL WILL MAKE
Money Out of the Old Junk in Your Hell Box \$268
The Figures to This Type Will Be Found**

12 Point

Per Font, \$30 net

**PETITION IN BANKRUPTCY FILED BY A LEADING PRINTER
Liabilities Principally Consist of Type-founders' Claims \$9758602
With a Universal Type-Maker This Would Not Have**

10 Point

Per Font, \$30 net

**WHEN IN A TIGHT SQUEEZE FOR A CONDENSED LETTER YOU CAN
Always Fall Back on this Useful and Legible Face. Every Newspaper and Job Office in the
United States has Many Uses for the Various Sizes of this Series**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

NR

UNIVERSAL TYPE-MAKER

NR

SERIES No. 1052

48 Point

Per Font, \$30 net

**HEAVIER FACES
Are Good for Display**

36 Point

Per Font, \$30 net

**BEAUTIFUL LIGHTS
Red, White and Blue 75**

30 Point

Per Font, \$30 net

**WONDERFUL MACHINE
Universal Type-Maker 1052**

24 Point

Per Font, \$30 net

**PRINTERS SEE USEFULNESS
Realize Economic Possibilities 1436**

18 Point

Per Font, \$30 net

**UNIVERSAL TYPE-MAKER PLEASES
Nothing but Praise from Many Satisfied Users**

12 Point

Per Font, \$30 net

**THE PRINTER WITH A UNIVERSAL MACHINE IS THE
One Who Can Command the Big Contracts. Publishers Who**

10 Point

Per Font, \$30 net

**ITS GREAT USEFULNESS WILL BE INSTANTLY PERCEIVED
Little Argument is Required to Demonstrate its Worth and Practicability**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1049

18 Point**Per Font, \$30 net**

RESOURCEFULNESS OF THE PRINTER
Greatly Increased by a Full Supply of Good Type
Don't Expect Your Men to Produce First-Class Work
Unless They Have First-Class Material to Work With
Universal a Strong Factor \$1234567890

14 Point**Per Font, \$30 net**

PRINTERS ARE BECOMING ENTIRELY INDEPENDENT
They do not Have to Depend upon the Type-Foundry for Their Sorts
No More Jobs Held Up. No More Delays. Everything Out on Time
Ideal Conditions Such as These are Easily Possible by Installing The
Universal Type-Maker. Sorts Easily Made as They are Needed
The Printer Out of Sorts is a Most Miserable Creature

12 Point**Per Font, \$30 net**

ITS GOOD QUALITIES MAKING IT A FAVORITE MACHINE
Many New Ideas are Successfully Carried Out In Its Construction. Improves
Appearance of Work and Will Be Profitable to the Printer in Many Ways
Slavish Imitation is Something to be Shunned, but One Should Not Shut
Himself Up and Neglect to Use That Which Others Have Found Worth While
The Fact That a Thing Is Original Does Not Always Commend It

9 Point**Per Font, \$30 net**

A STATEMENT LATELY MADE BY A WRITER FITS THE UNIVERSAL EXACTLY
"Efficiency of Production Reflects Credit to the Policy of Administration of a Business When It
Learns How to Amalgamate Science and Practical Experience, to Eliminate Waste, Conserve
Energy, and Bring the Product Through from the Raw Material to the Finished Article at the Lowest
Minimum of Cost and Maintain the Highest Standard of Reputation." Apply this Principle to The
Universal, and It Will be Found to Fulfil All These Conditions to a Remarkable Degree

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 2056

18 Point

Per Font, \$30 net

SOLVING THE GREAT DIFFICULTY
Printers Have Ever Been Handicapped in Their
Work by a Shortage of Type. Never
Need They be if They Have a Universal
\$1234567890

14 Point

Per Font, \$30 net

THE PRINTER WITH A UNIVERSAL MACHINE
Is the One Who Can Command the Big Contracts. Publishers
Who Issue Big Editions Go to the Printer
Whose Type Resources are Equivalent to Their Needs
Type Unlimited in Styles and Quantity
Is Easily Supplied by The Universal Type-Maker

12 Point

Per Font, \$30 net

ITS GREAT USEFULNESS WILL BE INSTANTLY PERCEIVED
Little Argument is Required to Demonstrate its Worth and Practicability
Its Merits are Self-evident, its Economy Without Question
You Can Depend upon Having Brand-new Type Ready at all Times
The Universal Relieves Printing of its Annoyances
Full Cases Make Composition an Easy and Pleasant Task

10 Point

Per Font, \$30 net

DAEDALUS, AN ATHENIAN, THE MOST INVENTIVE ARTIST OF HIS AGE
Was the Inventor of the Wedge and Many Other Mechanical Instruments. He Made a
Famous Labyrinth for Minos, King of Crete, but Incurred His Displeasure
And He Ordered Daedalus to be Confined in the Labyrinth. Here He Made Himself
Wings with Feathers and Wax, and Fitted Them to His Body, as He
Also Did to that of Icarus, His Son. They were the First Aviators

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 48

12 Point A

Per Font, \$20 net

BUSINESS INCREASING
ENGROSSED ART SOUVENIRS
IMPROVED METHOD 9

12 Point B

Per Font, \$20 net

INVENTIVE IDEAS NUMEROUS
NEW DESIGNS ARE SOUGHT AFTER
SURE TO PLEASE THE 86

12 Point C

Per Font, \$20 net

NEW SCHEMES VERY INTERESTING
SMALL SIZES APPROPRIATE FOR CARDS
CAREFUL SELECTION WILL \$23

12 Point D

Per Font, \$20 net

MANY RENOWNED LITERARY GENIUSES
INTERESTING NOVELS IN DEMAND BY PUBLIC
HISTORICAL WRITINGS PLEASE 123

6 Point A

Per Font, \$20 net

SEARCHING FOR THE BEST DESIGNS OBTAINABLE
TYPE FACE THAT IS PREPOSSESSING IN EVERY RESPECT
RECEIVING APPRECIATION THAT 1234567

6 Point B

Per Font, \$20 net

ALL LEADING TYPE STYLES GREATLY IN EVIDENCE
ADAPTED TO SOCIETY ANNOUNCEMENTS AND FINE STATIONERY
ENGRAVED STEELPLATE APPEARANCE 123456

6 Point C

Per Font, \$20 net

PERFECTION NATURALLY ATTRACTS THE UNIVERSAL ATTENTION
QUIET AND TASTEFUL ELEGANCE DESIGNED FOR HIGH GRADE PRINTING
EVERY PRINTER CAN USE THIS IDEAL TYPE STYLE 12345
WHEN FRANCIS PRESTON BLAIR WAS GOVERNOR OF MISSOURI

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

NR

UNIVERSAL TYPE-MAKER

NR**SERIES No. 1090****36 Point****Per Font, \$20 net**

**DEMANDS ARTISTIC DESIGNS
AN IDEAL IMPROVEMENT 123,456**

30 Point**Per Font, \$20 net**

**DIVINELY TALL AND EQUALLY THIN
AND NONE THE LESS FAIR \$1234567890**

24 Point**Per Font, \$20 net**

**Z IS A LETTER NOT FREQUENTLY CALLED FOR
HOW COULD ZACHARIAS DO WITHOUT IT? 1234567890**

18 Point**Per Font, \$20 net**

**NEW TYPE FOR OLD! WONDERFUL OPPORTUNITY HERE
INSTALL THE UNIVERSAL AND REAP PROFITS AND SATISFACTION
A MONEY-MAKER FOR PRINTERS 123456789**

12 Point**Per Font, \$20 net**

**A VERY APPROPRIATE STYLE OF TYPE FOR USE IN SMALL ADVERTISEMENTS
THE UNIVERSAL TYPE-MAKING MACHINE CAN PRODUCE THIS SERIES AND MANY OTHERS
HAS NO SUPERIOR. BLUE RIBBONS ALWAYS IN ORDER 123456**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1512

24 Point

Per Font, \$30 net

CAST YOUR OWN LEADS*From 2 Pt. to 20 ems****On the Universal Type Maker***

18 Point

Per Font, \$30 net

FOX LAKE IS A GOOD PLACE**For Hunting Ducks & Mud Hens & Fishing****\$1234567890**

14 Point

Per Font, \$30 net

ADVANTAGES OF SLOPED LETTER**Are Very Apparent, for it Relieves the Stiffness Caused****By the too Frequent Use Of Upright****And Adds Much to Quality \$1234576890**

12 Point

Per Font, \$30 net

CANNED MUSIC, CANNED TALK, CANNED PICTURES**With the Phonograph in its Varied Forms, and the Motion-picture Films****It is Now Possible to Preserve for Future Generations****the Voice, Appearance and Actions of Those Whose V. A. and****A. are Worth Preserving \$1234567890**

10 Point

Per Font, \$30 net

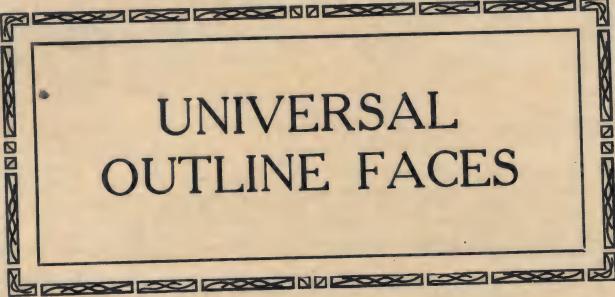
BROTHER JASPER SAYS THE WORLD DO MOVE, AND IT**Certainly Do. What with These New Ideas of Initiative, Referendum and Recall,****New Election Laws, New Political Parties, Votes for Women****And the High Cost of Living, it is No Wonder We do not Know Where We****Are At These Days \$1234567890**

8 Point

Per Font, \$30 net

ARGUMENTS IN FAVOR OF THE UNIVERSAL TYPE-MAKER**Seem Superfluous. Its Intrinsic Value is so Evident; Its Unique Character; Its Wonderful****Convenience in the Printshop, and the Extra-high Quality****Of the Type it Produces Are so Well Known That They Speak with no****Uncertain Tones of the Merits of This Machine \$12345**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL
OUTLINE FACES



UNIVERSAL TYPE-MAKER



SERIES No. 3003

36 Point

Per Font, \$30 net

CHARACTER
IN TYPE FACES
is to be considered
in new designs

30 Point

Per Font, \$30 net

BRIGHT IDEAS
AT BIG PREMIUM
Good inducements for
Brainy Workmen

24 Point

Per Font, \$30 net

STOP PICKING SORTS
and wasting valuable time
The Universal Type-Maker
Swells Bank Accounts

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 3003

18 Point

Per Font, \$30 net

THE MAPLE FAMILY
CONTAINS MANY FINE TREES
used by Landscape Architects in the
adornment of public parks, private
estates and home grounds

14 Point

Per Font, \$30 net

DECIDEDLY PLEASING RESULTS
ARE TO BE OBTAINED BY THE USE OF
Outline Type in connection with Solid-face
Type of the same character, by printing the
heavy face in tint and the outline face in
black. The two styles of the same face are
therefore made to register perfectly

12 Point

Per Font, \$30 net

WILLIAM CASLON WAS ONCE ASKED
BY THE PRINTER, WATTS, IF HE COULD MAKE
Type to equal that of the Elzevirs. Anxious to try
it, Caslon boldly outlined his plans for doing so, and
was supplied with sufficient capital for experimenting
His type is a standard today

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 3002

36 Point

Per Font, \$30 net

**ADVERTISERS
ARE IMPRESSED
with neat and
Effective Display
in outline-No. 3002**

30 Point

Per Font, \$30 net

**OPEN-FACE TYPE
IS INVALUABLE FOR
certain forms of
Advertising Matter in
Newspapers & Books**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 3002

24 Point

Per Font, \$30 net

SANDERSON & LIPTON
AMERICAN AND BRITISH
Tea and Yacht Merchants
Capital, \$12,345,678.90

18 Point

Per Font, \$30 net

THERE IS A DIFFERENCE
BETWEEN HAVING YOUR OWN
Type-Foundry and depending on
others. Many \$\$ saved

14 Point

Per Font, \$30 net

CONSIDER WHAT IT MEANS TO
HAVE AN UNLIMITED SUPPLY OF TYPE
of all sizes and faces in your shop. This
is the case when you have a Universal
Type-Maker in your equipment

12 Point

Per Font, \$30 net

JOHN HANCOCK OUTLINED HIS FEELINGS
WHEN HE EXCLAIMED, AS HE FIXED HIS BOLD
Signature to The Declaration of Independence,
"There, I hope the King may be able to read that
without the aid of his spectacles!" Strong men
were those splendid old heroes of 1776

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 526

36 Point

Per Font, \$30 net

ADVERTISER
Creates \$7,654,321

30 Point

Per Font, \$30 net

PROGRESSIVE
Universal Printshops

24 Point

Per Font, \$30 net

GOOD OUTLINE TYPE
Is Used by Many Papers 45

18 Point

Per Font, \$30 net

FIGURES ARE ALSO USEFUL
And You Can Always Have Plenty
The Universal Type-Maker

14 Point

Per Font, \$30 net

AN INSURANCE AGAINST WORRY
That is What Its Pleased Possessors Say of the
Universal Type-Maker. \$123456

12 Point

Per Font, \$30 net

UNIVERSAL TYPE-MAKER PRODUCT
Compares Favorably with Foundry Type in Accuracy
This is Worth Considering \$12345678

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

NR

UNIVERSAL TYPE-MAKER

NR

SERIES No. 1071

36 Point

Per Font, \$30 net

CHARACTERISTICS OF This Letter Apparent 123

30 Point

Per Font, \$30 net

PRINTERS USED FREELY Secure Universal Type-Maker

24 Point

Per Font, \$30 net

LEADS ALL OTHER METHODS Keep Abreast of the Printing Times Throw Aside Antiquated Ideas

18 Point

Per Font, \$30 net

LAZY DOGS ARE AN EASY PROPOSITION The Progressive Printer Easily Overcomes Obstacles In The Way of Success with the Universal

12 Point

Per Font, \$30 net

NOTE THE PRACTICAL USE OF THIS MACHINE Is it any wonder the Universal is the Choice of Many Printers? Its Results Always Satisfactory 123456789

10 Point

Per Font, \$30 net

HESITATION SIMPLY SWELLS COMPETITORS' PROFITS Buyers of Printing Always Patronize the Printer Who Can Show the Best Line of Type. Moral: Buy a Universal Now 98765

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1027

36 Point

Per Font, \$30 net

CRESCENTS
Neat Sloping Type
Handsome 1027
Fine for Display

30 Point

Per Font, \$30 net

DESERT OASES
Weary Traveler's Joy
Lives Renewed
Waving Palms, Water

24 Point

Per Font, \$30 net

DOMINATING IDEAS
Economy, Speed, Comfort
Can Easily Be Had
Universal Type-Maker

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

(140)



UNIVERSAL TYPE-MAKER



SERIES No. 1027

18 Point

Per Font, \$30 net

MOST EFFECTIVE DISPLAY
Can be Produced by the Judicious
Use of Sloping Letters in Connection
with the more Rigid, Upright Forms
THEY RELIEVE STIFFNESS

14 Point

Per Font, \$30 net

THE SLICK BROWN FOX JUMPED
quickly over the lazy dog. This is a sentence
which requires the use of the entire alphabet
All characters necessary for the execution
of every style of display in Series 1027
Æ æ œ œ \$ & £ 1,234,567,890 ! ?

12 Point

Per Font, \$30 net

WITH THREE OR FOUR FACES OF TYPE
Some Printers Will Produce More Effective Work
than others can with thirty or forty. For instance,
with good specimens of DeVinne, Italic, Outline, and
a body type, combinations of all sorts are possible
Naturally much depends upon the resourcefulness of
the man with the stick—not the “Big Stick”

NR

UNIVERSAL TYPE-MAKER

NR

SERIES No. 1115

36 Point

Per Font, \$20 net

**ADVERTISING GOODS
SCHEME FOR SUCCESS
CLEAN OPEN-FACE**

24 Point

Per Font, \$20 net

**BENEFITS THE PUBLISHER
NEW MATERIAL QUICKLY MADE
UNIVERSAL MACHINE \$54**

18 Point

Per Font, \$20 net

**FAMOUS ADVERTISING MEDIUMS USE
THIS STYLE TYPE FOR NEATEST DESIGNS
UNIVERSAL TYPE PLEASES \$123456**

12 Point

Per Font, \$20 net

**USE THE MATERIAL THAT GIVES BEST RESULTS
PRODUCTS OF THE UNIVERSAL TYPE-MAKER RELIABLE
MAKES PRINTING MORE ELABORATE \$12345678**

10 Point

Per Font, \$20 net

**PUBLISHERS INTERESTED IN THE UNIVERSAL TYPE-MAKER
THEY SEE MANY ADVANTAGES IN IT THAT WILL INCREASE BUSINESS
FRONT-PAGE ADS LOOK WELL IN OUTLINE TYPE**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

(142)

NR

UNIVERSAL TYPE-MAKER

NR

SERIES No. 1116

36 Point

Per Font, \$30 net

**LARGE BENEFIT
Accurate and Durable
Results Assured**

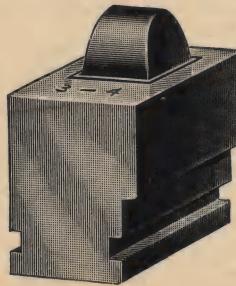
30 Point

Per Font, \$30 net

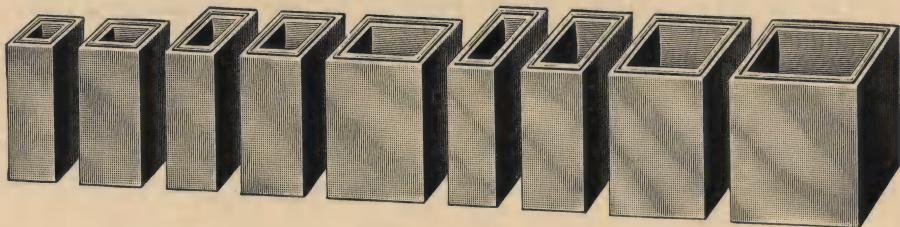
**PROFIT TO PRINTER
New Type Always at Hand
Successful Printers**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

(143)



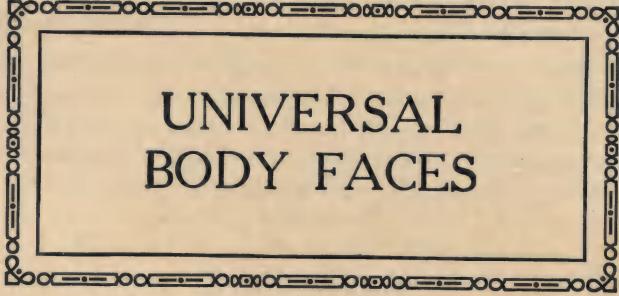
Quotation Quad Matrix
Made of tool steel, with hardened core



Quotation Quads

$1\frac{1}{2} \times 2$ ems, pica	2×3 ems, pica	2×4 ems, pica
2×2 " "	3×3 " "	3×4 " "
$1\frac{1}{2} \times 3$ " "	$1\frac{1}{2} \times 4$ " "	4×4 " "

Quotation quads are cast in our regular space and quad molds and may either be purchased or rented



UNIVERSAL
BODY FACES



UNIVERSAL TYPE-MAKER



SERIES No. 1121

12 Point**Per Font, \$35 net**

THE UNIVERSAL TYPE-MAKER is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to *make their own type*—both body and job faces, spaces, quads, borders, leaders,

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\$1234567890

10 Point**Per Font, \$35 net**

THE UNIVERSAL TYPE-MAKER is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to *make their own type*—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities

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\$1234567890£

8 Point**Per Font, \$35 net**

THE UNIVERSAL TYPE-MAKER is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to *make their own type*—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such

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6 Point**Per Font, \$35 net**

THE UNIVERSAL TYPE-MAKER is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to *make their own type*—both body and job faces, spaces, quads, borders, leaders, ornaments, and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be required. The further purpose

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UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



SERIES No. 1122

12 Point**Per Font, \$30 net**

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be required. The further purpose prevails of enabling them quickly to procure sorts, or additions to their type supplies, without the loss of time, and without experiencing the delay that is usually entailed when such supplies are ordered from a type-foundry. It is a small, well-organized machine, exceedingly simple in design.

10 Point**Per Font, \$30 net**

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be required. The further purpose prevails of enabling them quickly to procure sorts, or additions to their type supplies, without the loss of time, and without experiencing the delay that is usually entailed when such supplies are ordered from a type-foundry.

8 Point**Per Font, \$30 net**

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6 Point**Per Font, \$30 net**

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UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1028

12 Point

Per Font, \$35 net

THE UNIVERSAL TYPE-MAKER is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders,

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10 Point

Per Font, \$35 net

THE UNIVERSAL TYPE-MAKER is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to *make their own type*—both body and job faces, spaces,

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8 Point

Per Font, \$35 net

THE UNIVERSAL TYPE-MAKER is an original conception, created and adapted to cover an entirely new field in the art of printing. Its purpose is to supply printers with facilities which will enable them to *make their own type*—both body and job faces, spaces, quads, borders leaders, ornaments and special characters without

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6 Point

Per Font, \$35 net

THE UNIVERSAL TYPE-MAKER is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary

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UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



SERIES No. 1029

12 Point**Per Font, \$30 net**

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may

10 Point**Per Font, \$30 net**

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be required. The further purpose prevails of enabling them quickly to procure sorts or additions to their type supplies, without the loss of time and without

8 Point**Per Font, \$30 net**

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6 Point**Per Font, \$30 net**

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UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 2

Per Font, \$35 net

10 Point

The UNIVERSAL TYPE-MAKER is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to *make their own type*—both body and job faces, spaces, quads, borders,

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Per Font, \$35 net

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THE UNIVERSAL TYPE-MAKER is an original invention, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to *make their own type*—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct

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Per Font, \$35 net

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THE UNIVERSAL TYPE-MAKER is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to *make their own type*—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be required. The further purpose

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SERIES No. 3

Per Font, \$30 net

10 Point

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to *make their own type*—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of \$12345

8 Point

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to *make their own type*—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of \$12345

6 Point

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to *make their own type*—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be required. The further purpose prevails of enabling them \$12345

Per Font, \$30 net

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



SERIES No. 1010

12 Point

Per Font, \$35 net

THE UNIVERSAL TYPE-MAKER is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that

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10 Point

Per Font, \$35 net

THE UNIVERSAL TYPE-MAKER is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be required. The further purpose prevails of en-

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8 Point

Per Font, \$35 net

THE UNIVERSAL TYPE-MAKER is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be required. The further purpose prevails of enabling them quickly to procure sorts, or additions to their type supplies without the loss of time and without experiencing the delay that is usually entailed when such supplies are

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UNIVERSAL TYPE-MAKER



SERIES No. 3001

12 Point

Per Font, \$35 net

THE UNIVERSAL TYPE-MAKER is an original conception, created and adapted to cover an entirely new field of usefulness is the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type

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SERIES No. 1001

8 Point

Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be required. The further purpose prevails of enabling them quickly to procure sorts, or additions to their type supplies, without the loss of time and without experiencing the

SERIES No. 2504

6 Point

Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be required. The further purpose prevails of enabling them quickly to procure sorts, or additions to their type supplies, without the loss of time and without experiencing the delay that is usually entailed when such supplies are ordered from a type-foundry. The Universal Type-Maker is a small, well-organized machine, ex-

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



SERIES No. 8

10 Point

Per Font, \$35 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to *make their own type*—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to

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THE UNIVERSAL TYPE-MAKER is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to *make their own type*—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the con-

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Per Font, \$35 net

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SERIES No. 9

10 Point

Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to *make their own type*—both body and job faces, spaces, quads, borders, lead-

8 Point

Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to *make their own type*—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the con-

6 Point

Per Font, \$30 net

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UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 512

12 Point

Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to *make their own type*—both body and job faces, spaces, quads, borders, leaders,

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10 Point

Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to *make their own type*—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be

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8 Point

Per Font, \$30 net

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Per Font, \$30 net

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UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



SERIES No. 513

12 Point**Per Font, \$30 net**

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be required. The further purpose prevails of enabling them quickly to procure sorts, or additions to their type

10 Point**Per Font, \$30 net**

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8 Point**Per Font, \$30 net**

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UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 1015

12 Point

Per Font, \$30 net

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10 Point

Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to *make their own type*—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those

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8 Point

Per Font, \$35 net

THE UNIVERSAL TYPE-MAKER is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to *make their own type*—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without

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6 Point

Per Font, \$35 net

THE UNIVERSAL TYPE-MAKER is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business

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UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



SERIES No. 1016

12 Point

Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be required. The further purpose prevails of enabling them quickly to procure sorts, or additions to their type supplies, without the loss of time and without \$1234567890

10 Point

Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be required. The further purpose prevails of enabling them quickly to procure sorts, or additions to their type supplies, without the loss of time and without experiencing the delay that is usually entailed when such supplies are ordered

8 Point

Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be required. The further purpose prevails of enabling them quickly to procure sorts, or additions to their type supplies, without the loss of time and without experiencing the delay that is usually entailed when such supplies are ordered from a type-foundry. The Universal Type-Maker is a small, well-organized machine, exceedingly simple in design and construction. A most perfect system of operation has been worked out, wherein the numerous petty and troublesome details of type-founding have been eliminated, so that a \$1234567890



UNIVERSAL TYPE-MAKER



SERIES No. 1083

18 Point

Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

12 Point

Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

\$1234567890£

10 Point

Per Font, \$35 net

The UNIVERSAL TYPE-MAKER is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments,

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

\$1234567890£

8 Point

Per Font, \$35 net

The UNIVERSAL TYPE-MAKER is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

\$1234567890£

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



SERIES No. 11

14 Point**Per Font, \$30 net**

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces,

12 Point**Per Font, \$30 net**

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those in-

10 Point**Per Font, \$30 net**

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such

8 Point**Per Font, \$30 net**

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments, and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be required. The further purpose prevails of enabling them quickly to procure sorts, or additions to their type supplies, without the loss of time and without experiencing the delay



UNIVERSAL TYPE-MAKER



SERIES No. 1142

12 Point

Per Font, \$30 net

Verschiedene Anfragen über Verwendbarkeit anderer Entwickler als Pyrogallol und Metochinon zum Entwickeln von Autochromaufnahmen und die beste Art, Autochrome hervorzurufen, geben Anlaß, dieses Thema zu behandeln
 abcdefghijklmnopqrstuvwxyzchckfffläöüllffsistħħ

ABCDEFGHIJKLMNOQRSTUVWXYZ&
 \$1234567890

SERIES No. 641

10 Point

Per Font, \$30 net

Von manchen Seiten wird empfohlen, die Platten während der Entwicklung in der Durchsicht zu beurteilen, wobei folgende Merkmale zu beachten sind: Anfangs nimmt die Deckung der Licher wie bei einem gewöhnlichen Negativ zu, allmählich werden sie aber in der Durchsicht heller, bis sie fast
 abcdefghijklmnopqrstuvwxyzchckfffläöüllffsistħħ

ABCDEFGHIJKLMNOQRSTUVWXYZ&ÜÖÜ
 \$1234567890

8 Point

Per Font, \$30 net

Das Entwickeln der Autochrome ist wohl nach der von Lumiere veröffentlichten, vorsichtig prüfenden Methode am zuverlässigsten: man beginnt mit sehr verdünntem Entwickler, stellt fest, in welcher Zeit die ersten Bildspuren erscheinen, gibt nach Befragen der Tabelle die bereit gehaltene Menge starken Entwickler hinzu und entwickelt die angegebene Zeit zu Ende. Wenn nach dieser Vorschrift
 abcdefghijklmnopqrstuvwxyzchckfffläöüllffsistħħ

ABCDEFGHIJKLMNOQRSTUVWXYZ&ÜÖÜ
 \$1234567890

SERIES No. 650

36 Point

Per Font, \$13. 50 Cents Each



UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

UNIVERSAL
TYPEWRITER
FACES



SERIES No. 2139

10 Point

Per Font, \$30 net

To the Printer:

Imitation typewritten letters are profitable to the job printer. They can be turned out as fast as any job press will run. Your customers need them, and if you cannot do the work they will go elsewhere. You must have type adapted to this work, then a few cents for silk completes the outfit. This type is made to print through silk.

The particular kind of cloth used is not important. China or Japanese silk or regular ribbon cloth are used. The ribbon cloth is heaviest and gives most weight to the type face. China silk is usually used. The work is done on linen or hard-finish paper.

Yours for results,

UNIVERSAL TYPE-MAKING MACHINE CO.

12 Point

Per Font, \$30 net

To the Printer:

Imitation typewritten letters are profitable to the job printer. They can be turned out as fast as any job press will run. Your customers need them, and if you cannot do the work they will go elsewhere. You must have type adapted to this work, then a few cents for silk completes the outfit. This type is made to print through silk.

The particular kind of cloth used is not important. China or Japanese silk or regular ribbon cloth are used.

Yours for results,

UNIVERSAL TYPE-MAKING MACHINE CO.

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

**SERIES No. 1134****10 Point****Per Font, \$30 net****To the Printer:**

Imitation typewritten letters are profitable to the job printer. They can be turned out as fast as any job press will run. Your customers need them, and if you cannot do the work they will go elsewhere. You must have type adapted to this work, then a few cents for silk completes the outfit. This type is made to print through silk.

The particular kind of cloth used is not important. China or Japanese silk or regular ribbon cloth are used. The ribbon cloth is heaviest and gives most weight to the type face. China silk is usually used. The work is done on linen or hard-finish paper.

Yours for results,

UNIVERSAL TYPE-MAKING MACHINE CO.

12 Point**Per Font, \$30 net****To the Printer:**

Imitation typewritten letters are profitable to the job printer. They can be turned out as fast as any job press will run. Your customers need them, and if you cannot do the work they will go elsewhere. You must have type adapted to this work, then a few cents for silk completes the outfit. This type is made to print through silk.

The particular kind of cloth used is not important. China or Japanese silk or regular ribbon cloth are used.

Yours for results,

UNIVERSAL TYPE-MAKING MACHINE CO.

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



SERIES No. 638

12 Point

Per Font, \$30 net

To the Printer:

Imitation typewritten letters are profitable to the job printer. They can be turned out as fast as any job press will run. Your customers need them, and if you cannot do the work they will go elsewhere. You must have type adapted to this work, then a few cents for silk completes the outfit. This type is made to print through silk.

The particular kind of cloth used is not important. China or Japanese Silk or regular ribbon cloth are used. The ribbon cloth is heaviest and gives most weight to the type face. China silk is usually used. The work is done on linen or hard-finish paper. By varying the cloth from China silk to ribbon cloth, the operator can get any desired weight of face. In other words, our type will print moderately light with China silk and will give a heavy, blurred impression with the ribbon cloth.

Yours for results,

UNIVERSAL TYPE-MAKING MACHINE CO.

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



SERIES No. 2135

12 Point

Per Font, \$30 net

To the Printer:

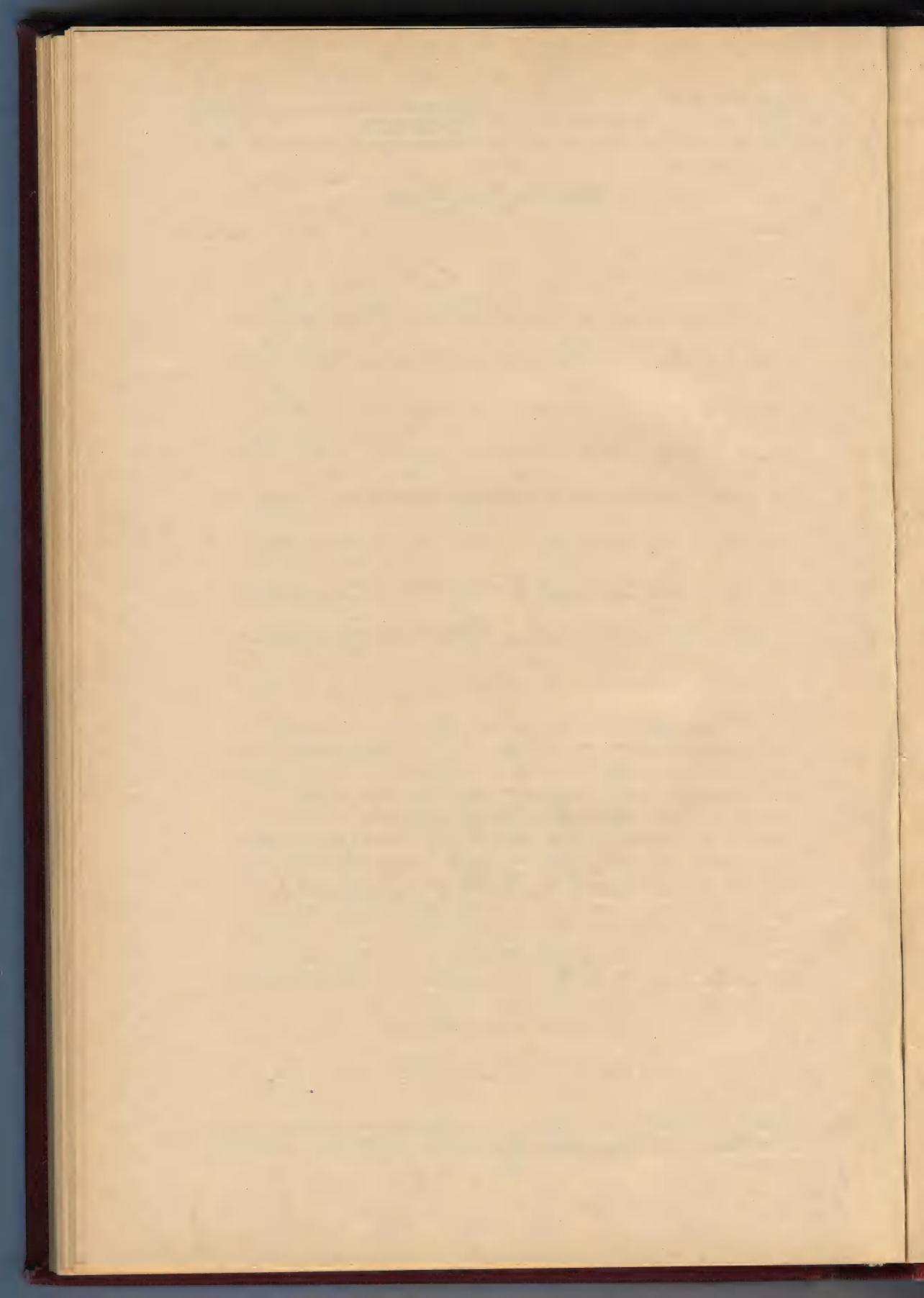
Imitation typewritten letters are profitable to the job printer. They can be turned out as fast as any job press will run. Your customers need them, and if you cannot do the work they will go elsewhere. You must have type adapted to this work, then a few cents for silk completes the outfit. This type is made to print through silk.

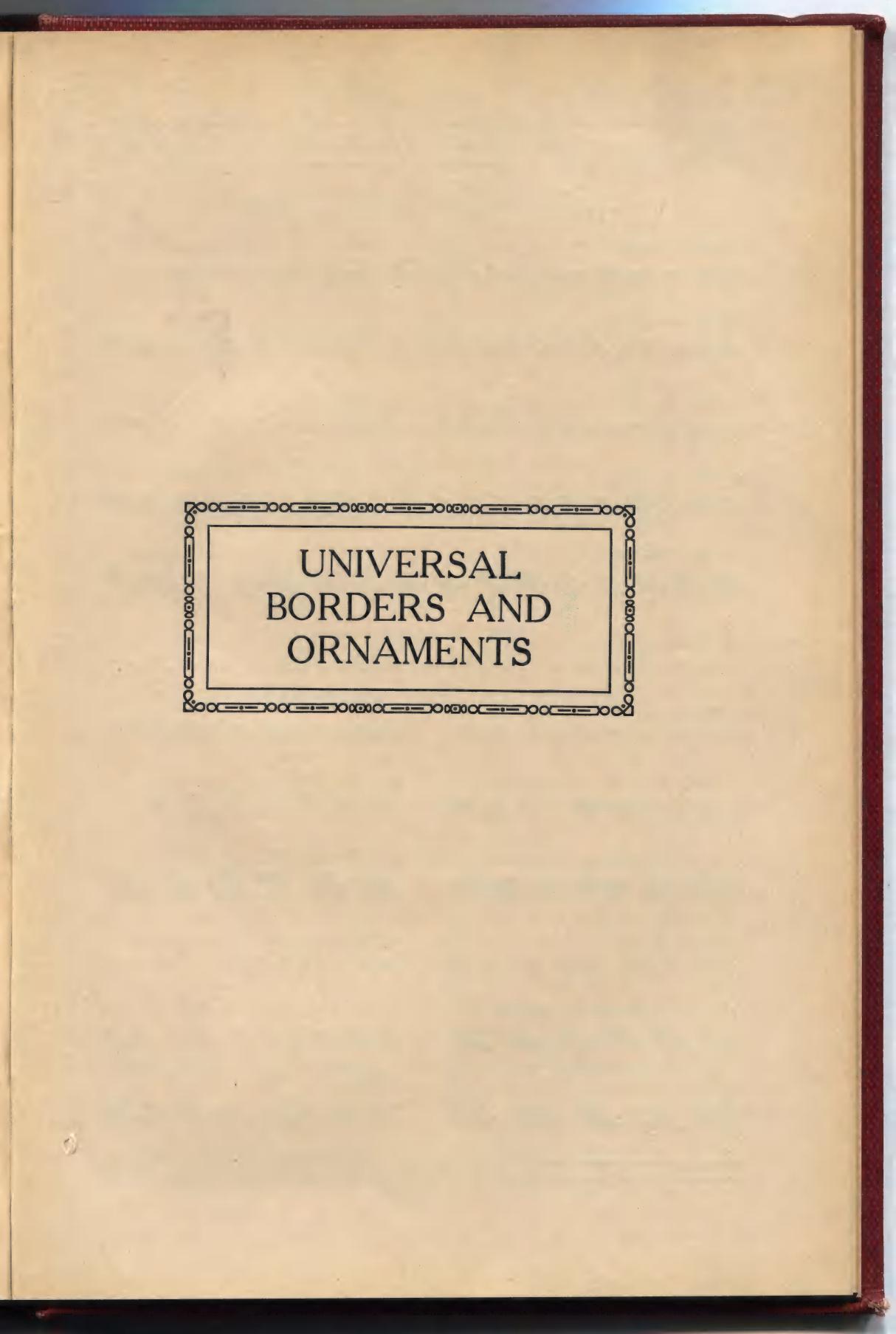
The particular kind of cloth used is not important. China or Japanese silk or regular ribbon cloth are used. The ribbon cloth is heaviest and gives most weight to the type face. China silk is usually used. The work is done on linen or hard-finish paper. By varying the cloth from China silk to ribbon cloth, the operator can get any desired weight of face. In other words, our type will print moderately light with China silk and will give a heavy, blurred impression with the ribbon cloth.

Yours for results,

UNIVERSAL TYPE-MAKING MACHINE CO.

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO





UNIVERSAL
BORDERS AND
ORNAMENTS



UNIVERSAL TYPE-MAKER



ORNAMENTS AND BANDS

12 Point, No. 501

1 Matrix



18 Point, No. 501

1 Matrix



12 Point, No. 502

1 Matrix



18 Point, No. 502

1 Matrix



24 Point, No. 502

1 Matrix



12 Point, No. 508

1 Matrix



12 Point, No. 503 1 Matrix

12 Point, No. 504 1 Matrix



18 Point, No. 503 1 Matrix

18 Point, No. 504 1 Matrix



24 Point, No. 503 1 Matrix

24 Point, No. 504 1 Matrix



12 Point, No. 505 1 Matrix

12 Point, No. 506 1 Matrix



18 Point, No. 505 1 Matrix

18 Point, No. 506 1 Matrix



24 Point, No. 505 1 Matrix

24 Point, No. 506 1 Matrix



UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



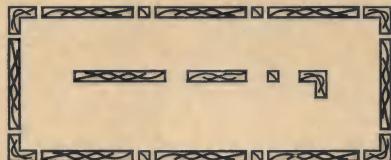
UNIVERSAL TYPE-MAKER



BORDER MATRICES

6 Point, No. 1320

4 Matrices



6 Point, No. 1319

4 Matrices



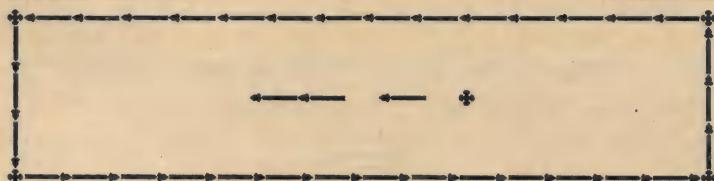
6 Point, No. 78

3 Matrices



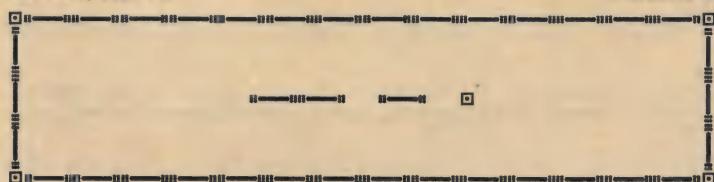
6 Point, No. 77

3 Matrices



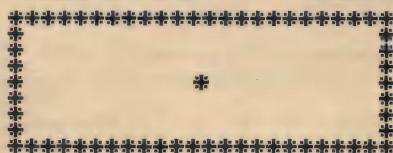
6 Point, No. 76

3 Matrices



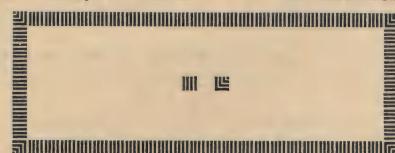
6 Point, No. 1306

1 Matrix



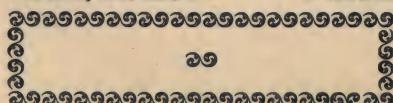
6 Point, No. 1308

2 Matrices



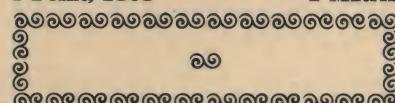
6 Point, No. 1304

1 Matrix



6 Point, 1303

1 Matrix



UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

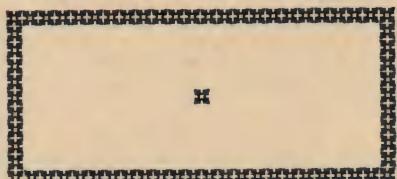


UNIVERSAL TYPE-MAKER



BORDER MATRICES

6 Point, No. 81



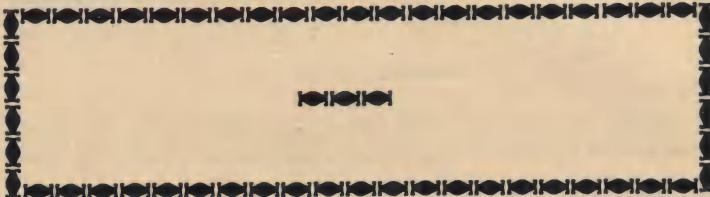
1 Matrix

6 Point, No. 82



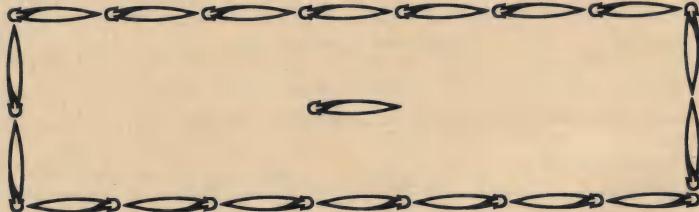
1 Matrix

6 Point, No. 80



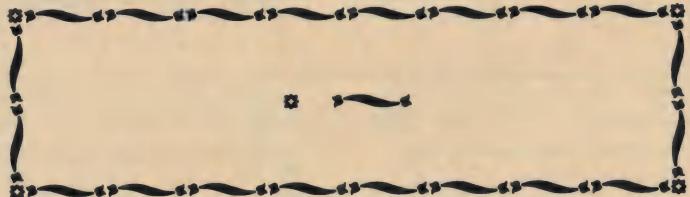
1 Matrix

6 Point, No. 84



1 Matrix

6 Point, No. 85



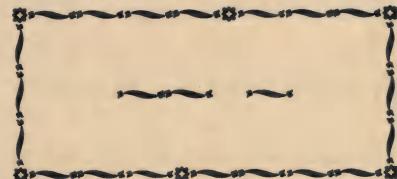
2 Matrices

6 Point, No. 83



1 Matrix

6 Point, No. 79

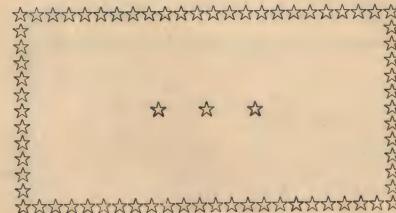
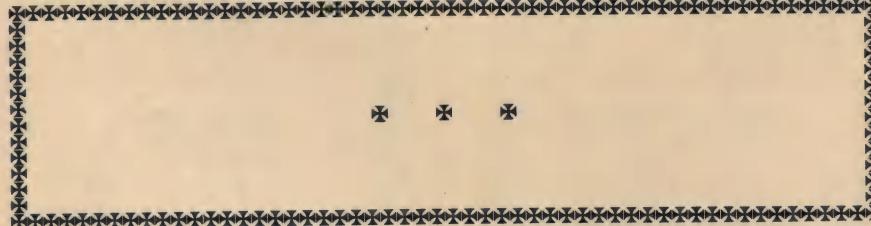


2 Matrices

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

NR

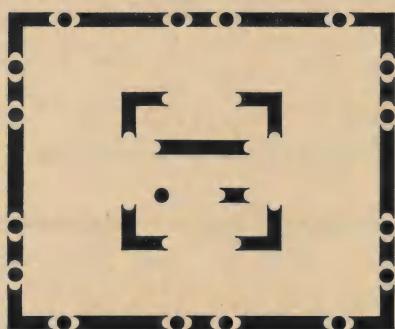
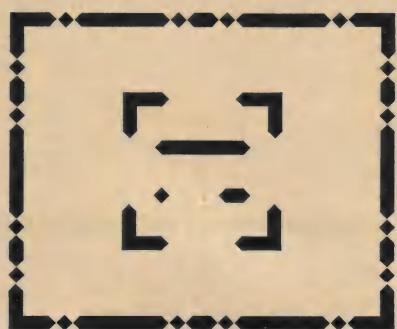
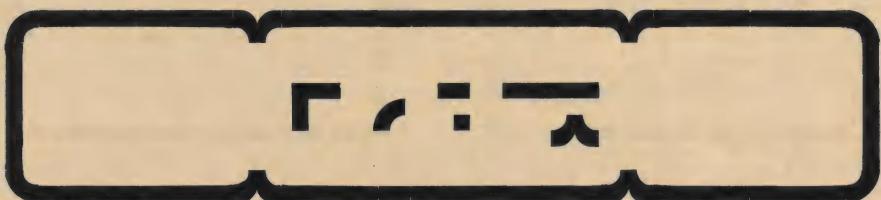
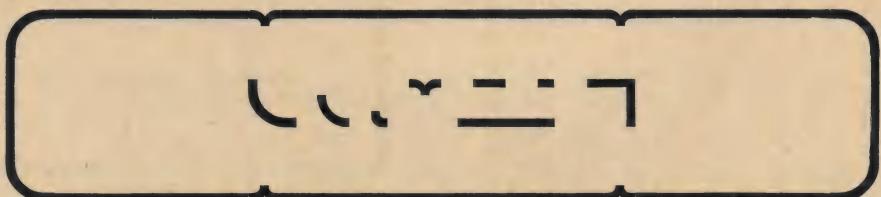
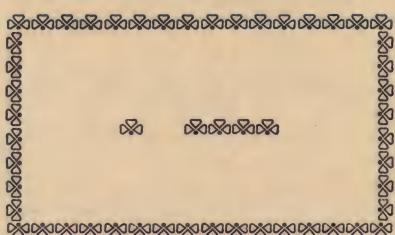
UNIVERSAL TYPE-MAKER

NR**BORDER MATRICES****6 Point, No. 59****3 Matrices****6 Point, No. 61 1 Matrix****6 Point, No. 63 1 Matrix****6 Point, No. 64 1 Matrix****6 Point, No. 62 1 Matrix****6 Point, No. 60****1 Matrix**

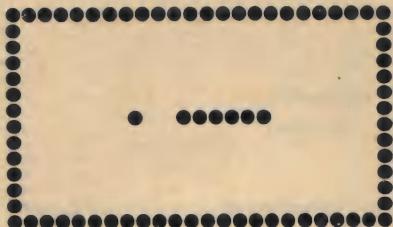
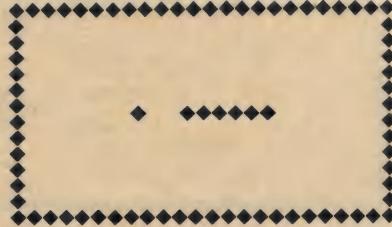
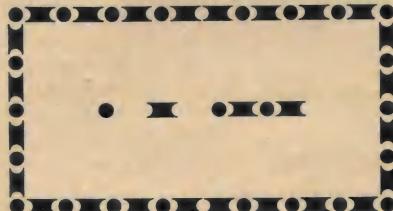
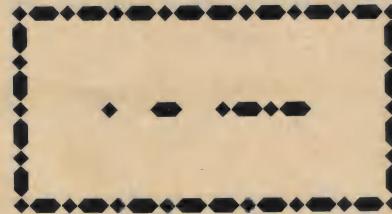
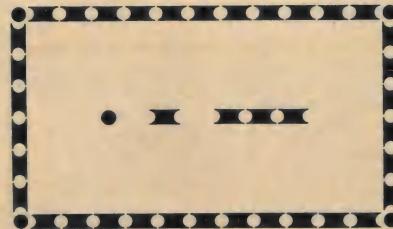
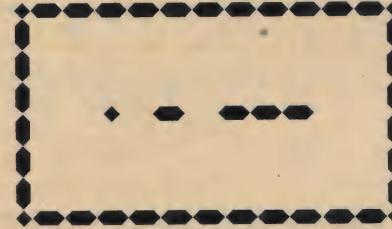
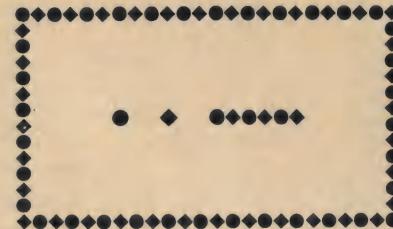
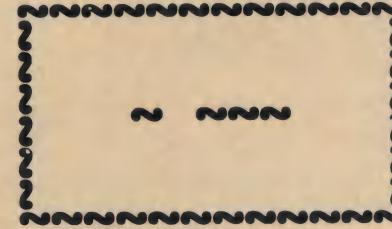
UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

NR

UNIVERSAL TYPE-MAKER

NR**BORDER MATRICES****6 Point, No. 11****4 Matrices****6 Point, No. 12****4 Matrices****6 Point, No. 33****6 Matrices****6 Point, No. 32****8 Matrices****6 Point, No. 43****2 Matrices****6 Point, No. 44****2 Matrices**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

BORDER MATRICES**6 Point, No. 111****2 Matrices****6 Point, No. 112****2 Matrices****6 Point, No. 211** 3 Matrices**6 Point, No. 212** 3 Matrices**6 Point, No. 311** 3 Matrices**6 Point, No. 312** 3 Matrices**6 Point, No. 121** 3 Matrices**6 Point, No. 113** 2 Matrices



UNIVERSAL TYPE-MAKER



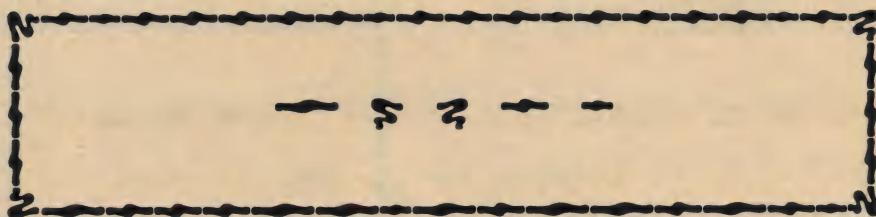
BORDER MATRICES

6 Point, No. 36



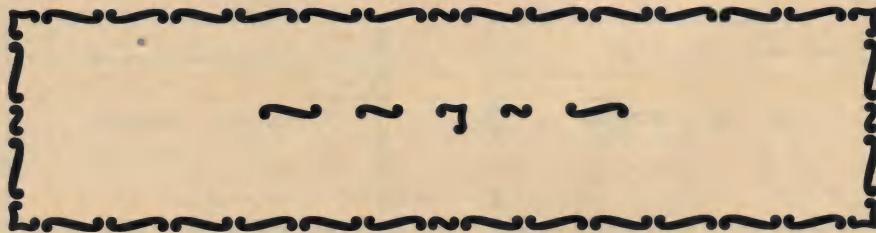
6 Matrices

6 Point, No. 14



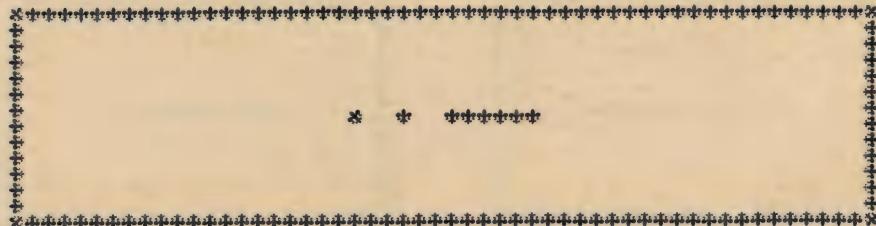
5 Matrices

6 Point, No. 13



5 Matrices

6 Point, No. 57



3 Matrices

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



UNIVERSAL TYPE-MAKER



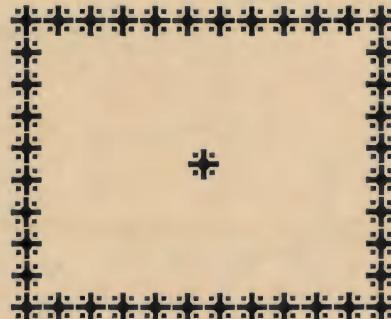
BORDER MATRICES

12 Point, No. 1308



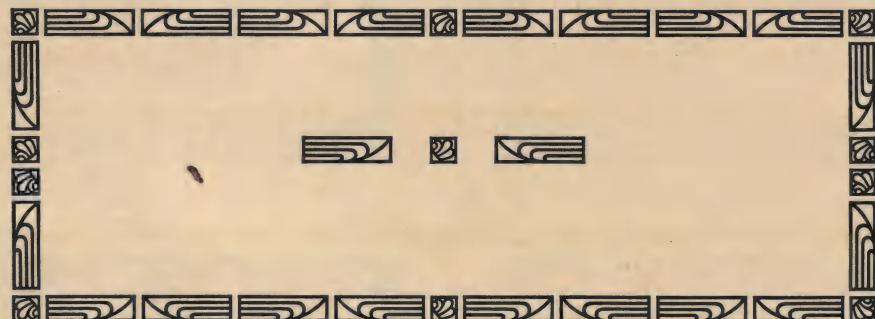
2 Matrices

12 Point, No. 1306



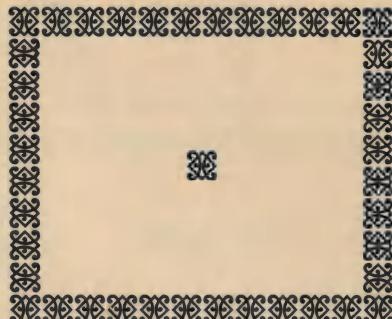
1 Matrix

12 Point, No. 1315



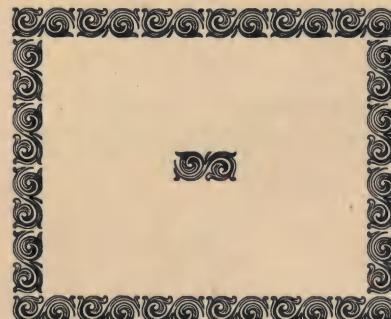
3 Matrices

12 Point, No. 1330



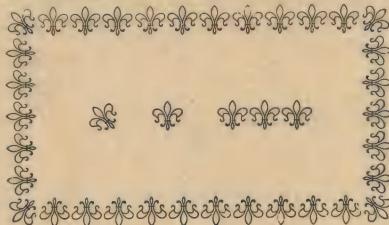
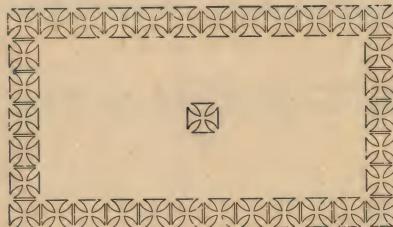
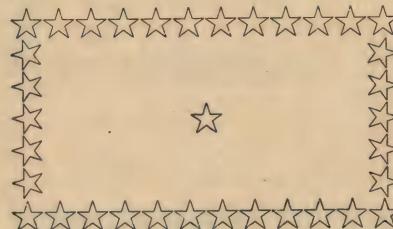
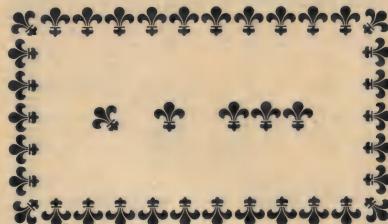
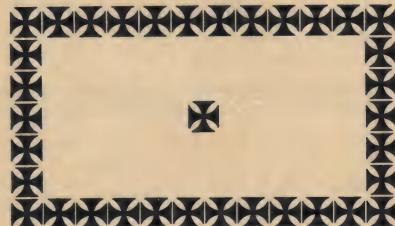
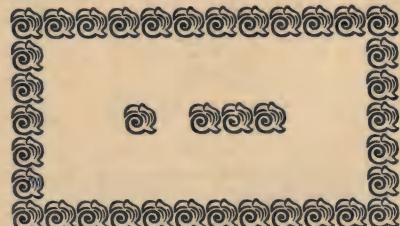
1 Matrix

12 Point, No. 1333



1 Matrix

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

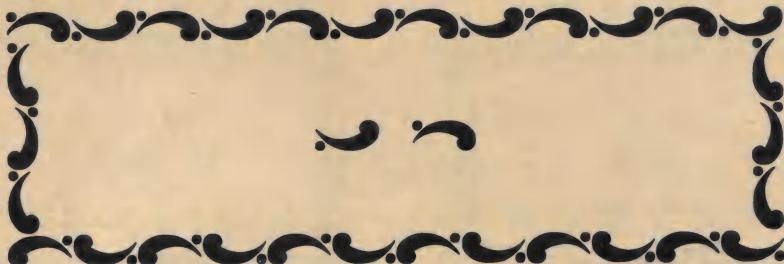
BORDER MATRICES**12 Point, No. 58 3 Matrices****12 Point, No. 61 1 Matrix****12 Point, No. 64 1 Matrix****12 Point, No. 63 1 Matrix****12 Point, No. 59 3 Matrices****12 Point, No. 60 1 Matrix****12 Point, No. 62 1 Matrix****12 Point, No. 103 2 Matrices**

NR

UNIVERSAL TYPE-MAKER

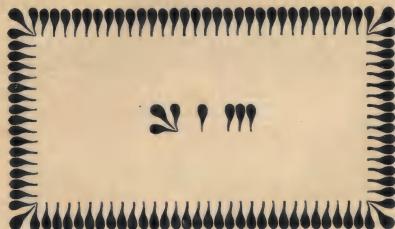
NR**BORDER MATRICES**

12 Point, No. 18

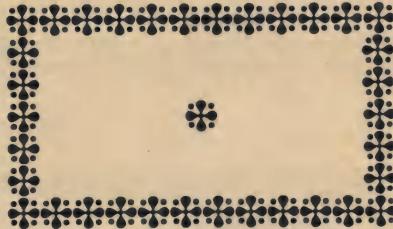


2 Matrices

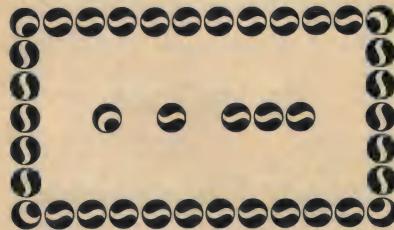
12 Point, No. 35 3 Matrices



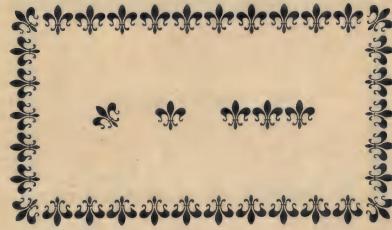
12 Point, No. 20 1 Matrix



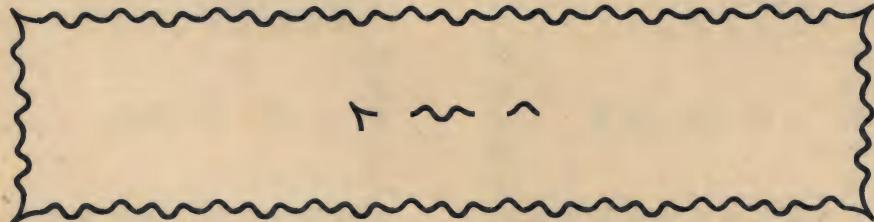
12 Point, No. 22 3 Matrices



12 Point, No. 57 3 Matrices



12 Point, No. 1

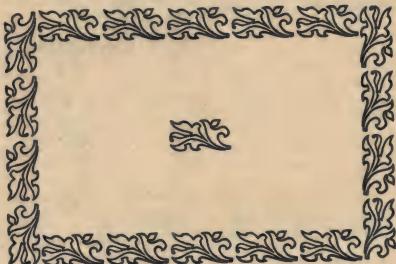
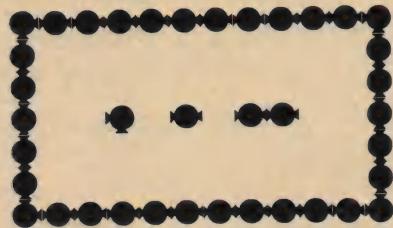
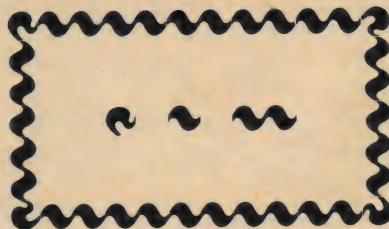


3 Matrices

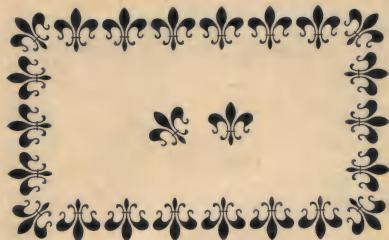
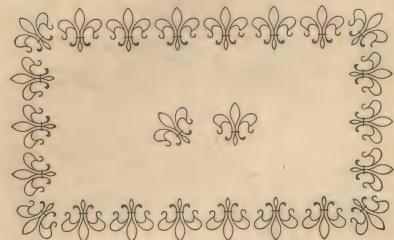
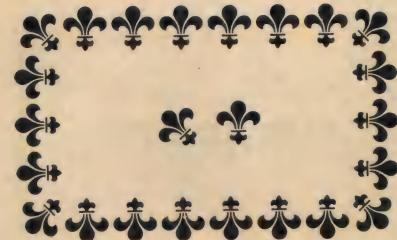
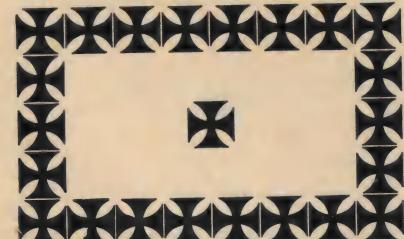
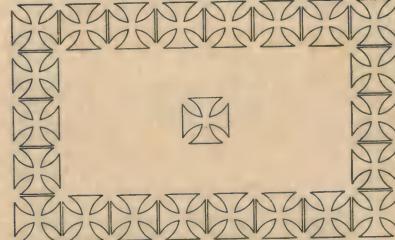
UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

NR

UNIVERSAL TYPE-MAKER

NR**BORDER MATRICES****12 Point, No. 2****1 Matrix****12 Point, No. 15****2 Matrices****12 Point, No. 3****2 Matrices****12 Point, No. 6 3 Matrices****12 Point, No. 7 3 Matrices****12 Point, No. 8 3 Matrices****12 Point, No. 45 3 Matrices**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

BORDER MATRICES**18 Point, No. 57****2 Matrices****18 Point, No. 58****2 Matrices****18 Point, No. 59****2 Matrices****18 Point, No. 60****1 Matrix****18 Point, No. 62****1 Matrix****18 Point, No. 63****1 Matrix****18 Point, No. 64****1 Matrix****18 Point, No. 61****1 Matrix**

NR

UNIVERSAL TYPE-MAKER

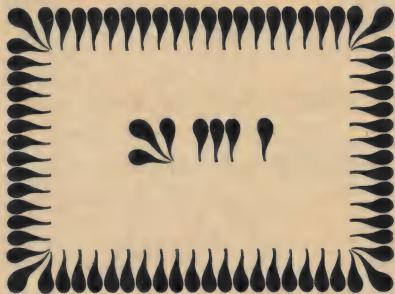
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18 Point, No. 18

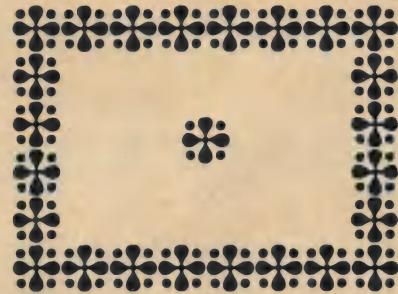


2 Matrices

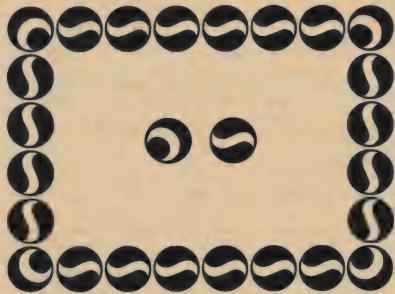
18 Point, No. 35 3 Matrices



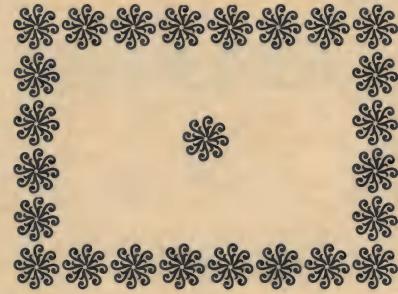
18 Point, No. 20 1 Matrix



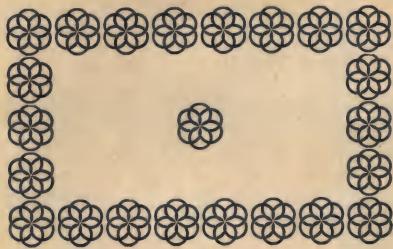
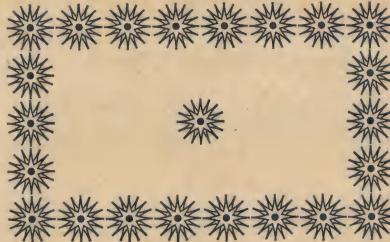
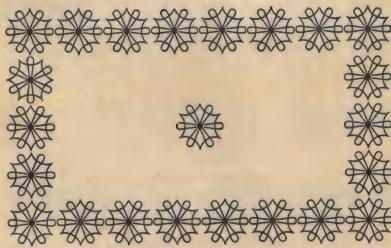
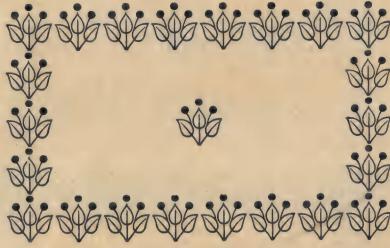
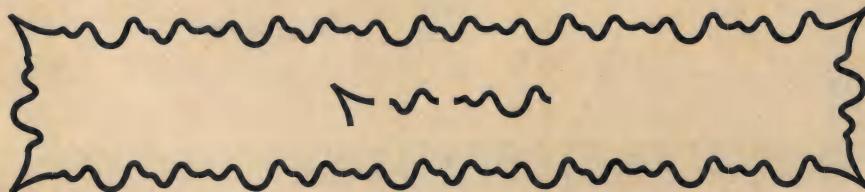
18 Point, No. 22 2 Matrices



18 Point, No. 37 1 Matrix



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UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

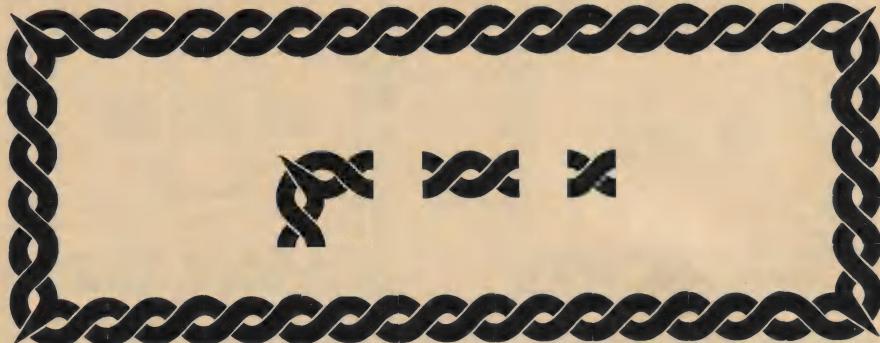
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UNIVERSAL TYPE-MAKER

NR

BORDER MATRICES

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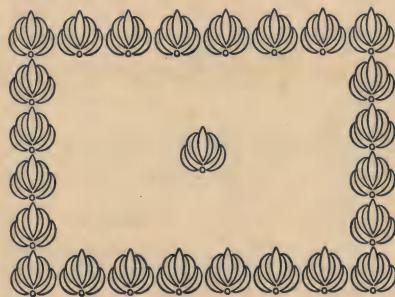


3 Matrices



18 Point, No. 4

1 Matrix



18 Point, No. 36

1 Matrix



18 Point, No. 25

1 Matrix



UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

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NR

UNIVERSAL TYPE-MAKER

NR

BORDER MATRICES

18 Point, No. 87

2 Matrices



18 Point, No. 1306

1 Matrix



UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

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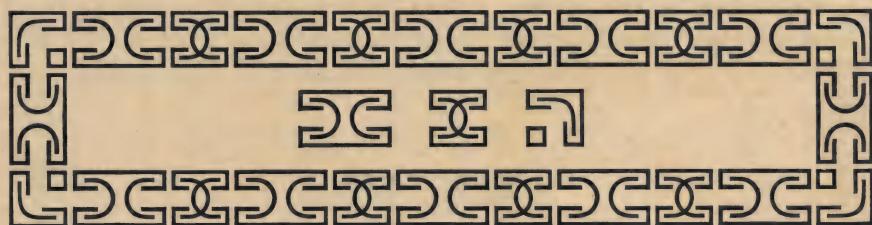
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UNIVERSAL TYPE-MAKER

NR**BORDER MATRICES**

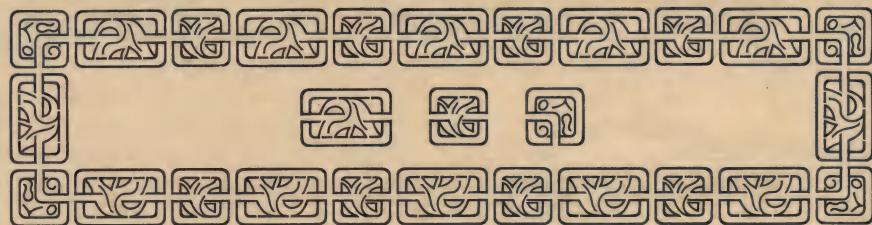
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3 Matrices



24 Point, No. 1316

3 Matrices



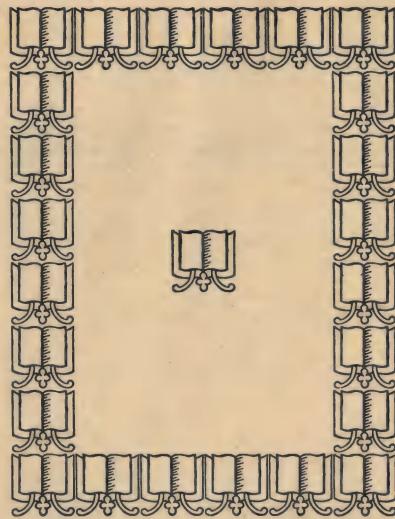
24 Point, No. 90

1 Matrix



24 Point, No. 91

1 Matrix

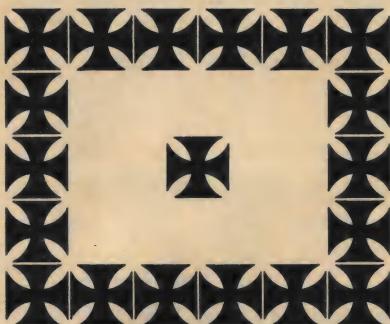
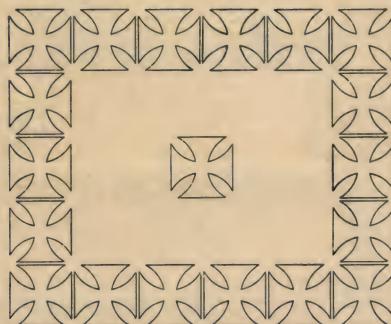


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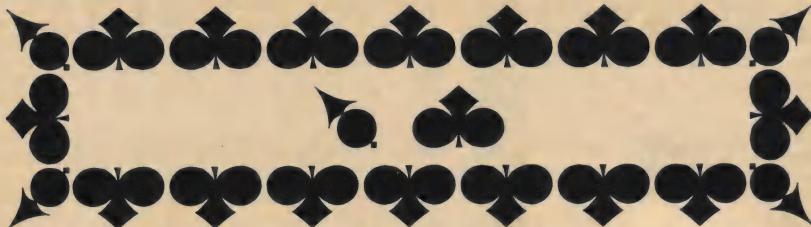
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NR

UNIVERSAL TYPE-MAKER

NR**BORDER MATRICES****24 Point, No. 60****1 Matrix****24 Point, No. 61****1 Matrix****24 Point, No. 62****1 Matrix****24 Point, No. 63****1 Matrix****24 Point, No. 64****1 Matrix**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

BORDER MATRICES**24 Point, No. 10**

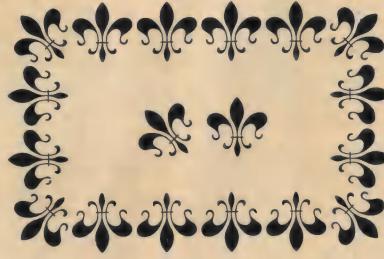
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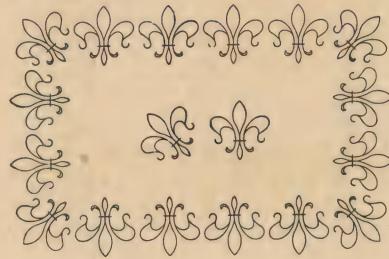
1 Matrix

24 Point, No. 21

2 Matrices

24 Point, No. 57

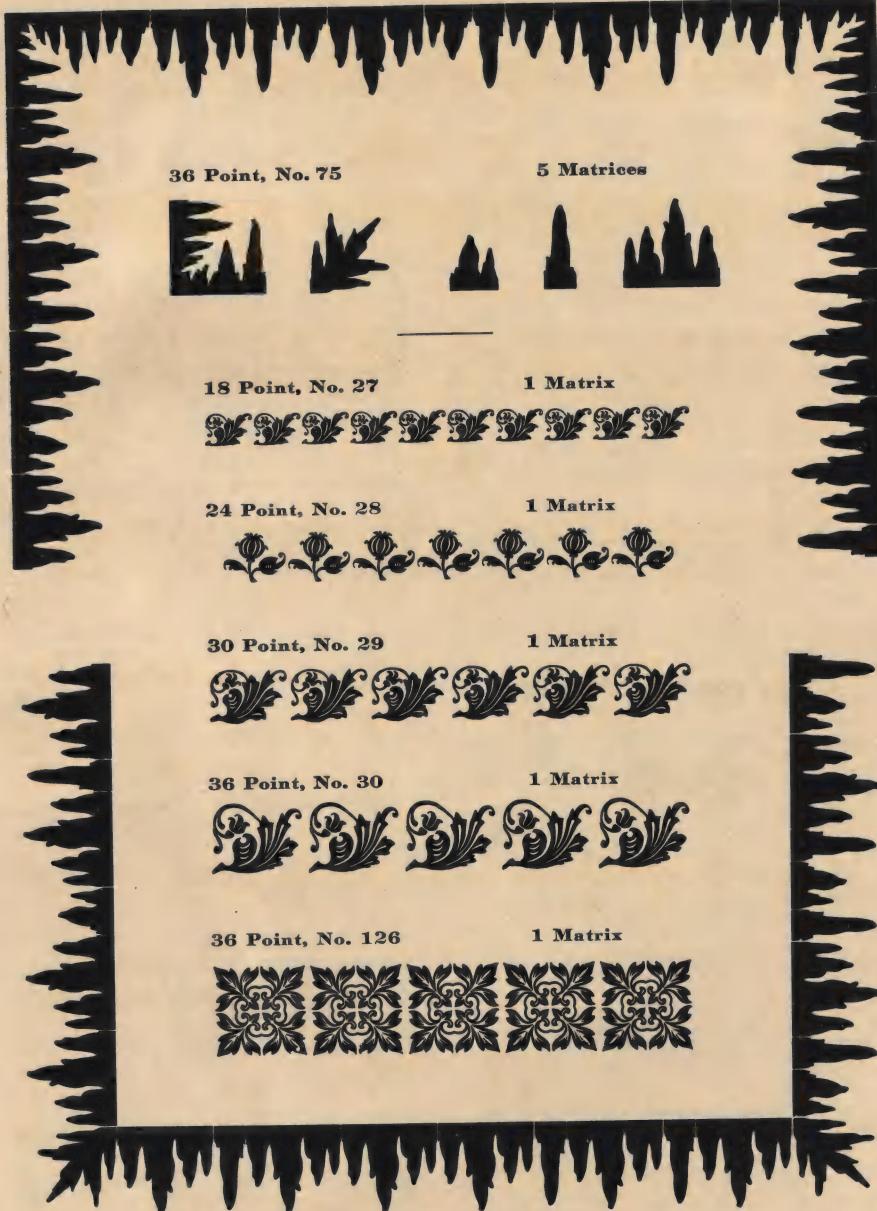
2 Matrices

24 Point, No. 58

2 Matrices

24 Point, No. 59

2 Matrices

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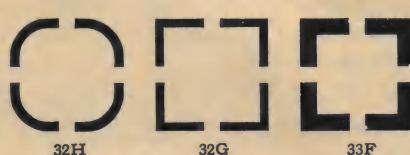
BLACK STARS



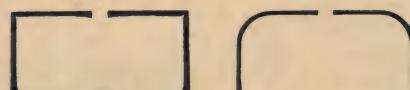
CORNER MATRICES



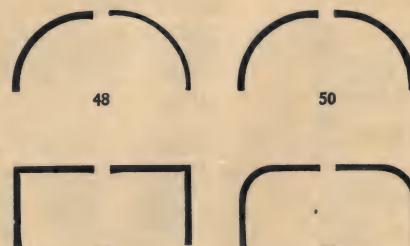
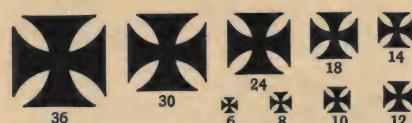
SHADED STARS



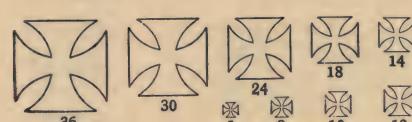
OUTLINE STARS



BLACK MALTESE CROSSES

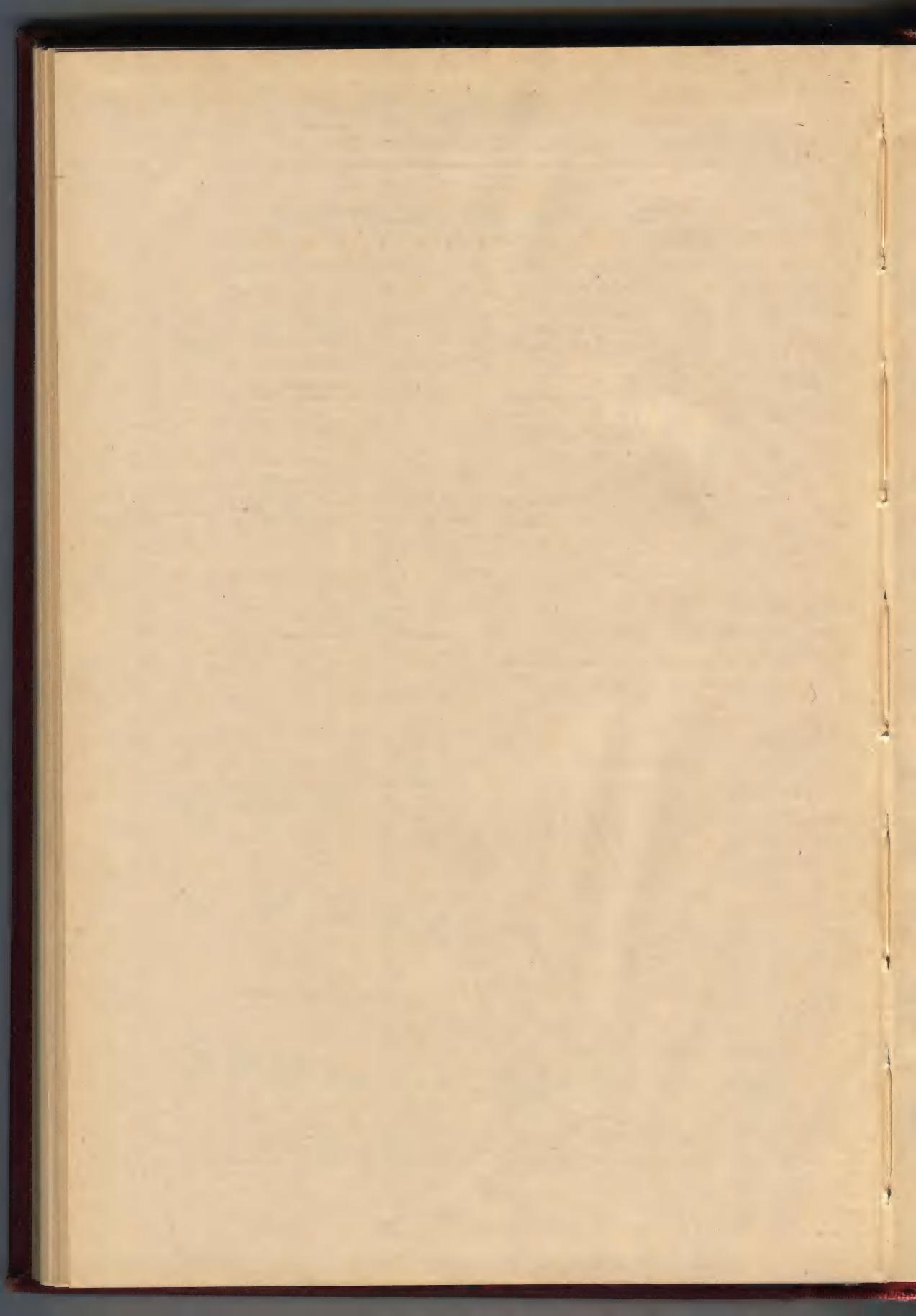


OUTLINE MALTESE CROSSES



SPACE RULE





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